

CHEMIST & DRUGGIST

the newsweekly for pharmacy

March 10, 1990

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What's the
formula
behind their
success?

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**Scots get
pay rise of
£4,200**

**Vet medicine
fees anger NOAH**

**Pharmacy update:
cholesterol, diet
and antifungals**

**Setting up shop
— first principles**



**Babycare: tied up
and pinned down**

A High Calorie Diet for Heavyweight Profits



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CHEMIST & DRUGGIST

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COMMENT

The face of primary health care is changing. As consumers take more responsibility for their own wellbeing, and preventative medicine is increasingly in the spotlight, community pharmacists now have greater demands placed on them to be providers of information on everyday ailments and more serious disorders. Keeping abreast of new developments is part of each pharmacist's professional responsibility.

Chemist & Druggist has always featured a wide variety of clinical material designed to help busy pharmacists keep up to date with developments in drug treatment and, of course, over the counter medicines. Indeed the reference book "Non-prescription drugs" was based on the OTC Update series initiated by Alain Li Wan Po, now Professor in Pharmaceutics, at Queen's University in Belfast. Our Clinical Pharmacy series is now on its second tour of the body's disease states, while Topics in Treatment by drug information specialist Steve Chaplin, is a regular round up of research from leading clinical journals.

From this week, *C&D*'s clinical coverage will be brought together in our "Pharmacy Update" series that

retains the old elements as well as adding in important areas of practice. On p364 Dr Paul Grassby leads off our new "Practice" series with guidelines for those wishing to get involved in cholesterol testing and reviews available equipment, including the very latest import from America. The practical guide is followed by advice on how people can lower blood cholesterol by adjusting their diet. And a Clinical Update on oral triazole antifungals provides background data on this important new group of drugs.

A new series on the impact of computers on pharmacy practice starts next month. The OTC Update series will appear under the banner "OTC Medicines" and Clinical Pharmacy has been renamed "Therapeutics": they will be published in alternate months. Steve Chaplin's contribution now becomes a monthly series — "Research Digest".

The Royal Pharmaceutical Society has recommended that community pharmacists become more involved in areas like home chemotherapy and enteral feeding, that have until now largely been the domain of their hospital colleagues. *C&D* will endeavour to help its readers meet these and other challenges as they arise.

PGC wins £4,200 extra Scottish pharmacies

Pharmacies in Scotland are to get an average increase in remuneration of £4,200 in 1990-91. The deal, negotiated by the Pharmaceutical General Council and the Scottish Home and Health Department, was unanimously accepted by the full PGC on February 28.

One coup for the PGC has been the negotiation of the target income figure of £58m for 1990-91 with any shortfall in remuneration being paid as soon as possible after the year end, probably within four months. The system of exact accounting was preferred by both sides to one where reconciliation would only be triggered if differences were more than a certain percentage off target, says PGC chairman Graeme Millar. "There will never be any doubt about the amount of money to be paid for the service," he said.

Calculations made by C&D suggest the PGC has achieved a 9 per cent increase in remuneration for the coming year. Within the overall target, fees which are subject to final agreement by the SHHD, will be uprated as follows (1989-90): first 1,299 prescriptions per month 130p (128p), next 1,700 65p (58p) and the rest 48p (47p). Oncost remains at 6 per cent. Estimated uplift for script numbers is 4 per cent and for drug costs 11 per cent. Fees for patient medication records and residential homes will

be adjusted when uptake to March this year is known. Some £380,000 (1989-90 £360,000) will be available for distribution in 1990-91.

On the new proposed fee structure, Mr Millar says that, like last year, the PGC has tried to match payment to the distribution of costs using the most up-to-date survey (1987-88) available. "The General Council has agreed to conduct a form of survey itself to find out how costs have moved in specific areas," says Mr Millar. Given the time and costs of such a survey, meaningful results may take a couple of years.

The one factor that will affect

remuneration which has not yet been taken into account is the result of the discount inquiry, expected in April. Mr Millar says the PGC has ignored any considerations of possible results. "Discounts are related to purchases and discounts received, not the fees for doing the job," said Mr Millar.

The PGC is now preparing its bid for 1991-92, which has to be submitted in May. Mr Millar remains bullish, and is keen to stress that the SHHD now uses the word "negotiation" in correspondence with the PGC and "accepts this format rather than simple consultation."

Euro-system for licensing could 'grind to a halt'

The work of the European Medicines Agency will grind to a halt if many licence applications are referred for a central decision, warns John Wells, executive director, Proprietary Association of Great Britain.

"The European Commission must insist that member states can only refuse to accept a product licensed elsewhere on grounds of substantial concern about safety that can be fully supported by the

member state," he comments in the latest *PAGB Bulletin*. It is envisaged that few applications will undergo a centralised procedure. The decentralised system, to be set up after 1996, will oblige member states to recognise each other's authorisation.

Advertising directive proposals are still being considered by the Commission but are expected to become a draft at any time.

Extra pharmacists make little impact on licence times

Increased staffing levels at the Medicines Control Agency have had little impact on the backlog of licence applications awaiting assessment.

This is disappointing to the Proprietary Association of Great Britain which reports in its February Bulletin recent statistics released by the MCA's director, Dr Keith Jones, suggesting the agency has some way to go before its teething troubles are over.

A recruitment campaign resulted in 14 new pharmacists being appointed, seven of whom are working exclusively on abridged applications. Although the speed of recruiting has not matched Dr Jones' expectations, the number is a significant

improvement on last May when only 2.5 pharmacists were working in this area.

Despite the increase, the MCA is not on course to meet its declared objectives for abridged applications. The intention now is to eliminate all licensing backlogs within two years. Dr Jones said this would be helped greatly if industry improved the quality of applications, responded more quickly to requests for additional information and stopped withdrawing from hearings at short notice.

The industry, which has had to accept a 70 per cent increase in fees to support the new structure, is expecting a significant improvement in processing times.

Dr Jones said that some important advances had been made in the MCA's computer systems and by 1992 this information technology should make a major contribution to meeting the performance targets.

BRIEF

A Coventry pharmacist was fined £200 after supplying a patient with drugs intended for another patient. Health Secretary Kenneth Clarke accepted Coventry FPC's Pharmaceutical Service Committee's findings that the pharmacist was in breach of his terms of service and directed that £200 be withheld from the pharmacist's remuneration.

OTC growth 'meagre'

Sales of OTC medicines grew by a meagre 1 per cent last year compared with 1988, according to latest figures from the Proprietary Association of Great Britain. PAGB estimates that the market for OTC medicines was worth £605m at rsp in 1989 — an increase of around 8 per cent over 1988, but 7 per cent of that was accounted for by inflation.

Food supplements have been looked at for the first time including garlic, fish oils and evening primrose oil. Vitamins and supplements together are estimated to be worth some £140m. However, PAGB admits the definition of food supplements is rather vague and hopes to apply a better definition in future.

Product sector	1989 £m	1988 £m
Cough remedies	53	50
Cold remedies	46	43
Sore throat remedies	67	63
Analgesics	129	118
Indigestion remedies	36	33
Stomach upset remedies	15	14
Laxatives	16	15
Skin treatments	29	26
Acne skin products	22	20
Vitamins multi- single	50 30	42 30
Eye care products	11	10
Anti-diarrhoeal	9	7.5
Topical analgesics	13	12
Hayfever	10	6.5

Promotion of PL 'devious'

Promotional material which mentions the product licence in a way that implies a special status for the product can only be construed as a "devious form of promotion", says the Consumers Association in the latest *Drug and Therapeutics Bulletin*.

It takes as an example advertisements for Plavet 300 Clearlab which Nicholas describe as "a new cardiovascular-specific presentation of aspirin", and "the only platelet aggregation inhibitor to be licensed for use following acute myocardial infarction, or in patients with unstable angina, to reduce the risk of infarction."

These statements are literally true, but of "trifling significance", and since mention of the product licence is liable to be misunderstood it is better avoided, the *Bulletin* concludes.

Arson attempt on Paignton pharmacy

Paignton pharmacist Ronald Jarrett had a lucky escape after firefighters were pushed through the mailbox of his Crossways Pharmacy on the evening of February 13. Fortunately a passer-by raised the alarm and local firemen arrived in time to put out the fire before any serious damage was done.

"We were ever so lucky", Mr Jarrett told *C&D* this week. The damage was minimal, he said. He has now had a lockable metal box put over the letter box on the inside of the door.

There was a similar attack on an insurance company in Paignton. And a few years ago a doctor's surgery was burned down, and a Gateway foodstore fell victim to arson.

Mr Jarrett told *C&D* he has been at Crossways Pharmacy for some years but it is only now that he feels apprehensive about leaving the shop at weekends.

Paignton police had not apprehended anyone in connection with the arson when *C&D* spoke to them on Tuesday. They said they could not link the recent attacks with those a few years back.

GP guide on freedom to prescribe

The Association of the British Pharmaceutical Industry says it will seek to ensure that the Government stands by its pledges, in a leaflet "Your freedom to prescribe", which is being mailed to GPs.

It sets out the Government's pledges as a question and answer fact sheet: questions posed by doctors uncertain of how the proposed new allocations of budgets for prescription medicines will affect their practices are answered with statements made by Government Ministers in defence of their plans.

The ABPI says that while it has welcomed many of the assurances from Government, it continues to campaign for such safeguards to be enshrined within the legislation now before Parliament.

Prescription charge rise condemned on all sides

Pharmacy's response to the Government's announcement of a £0.25 hike in prescription charges was predictable and swift. Within a couple of hours of the Government's announcement, the Royal Pharmaceutical Society had issued a Press release reiterating its opposition to prescription charges in principle and advising patients to seek the advice of a pharmacist as their condition may well be treatable by a medicine costing less than £3.05.

The Society says that the number of prescriptions for which charges are paid has declined from

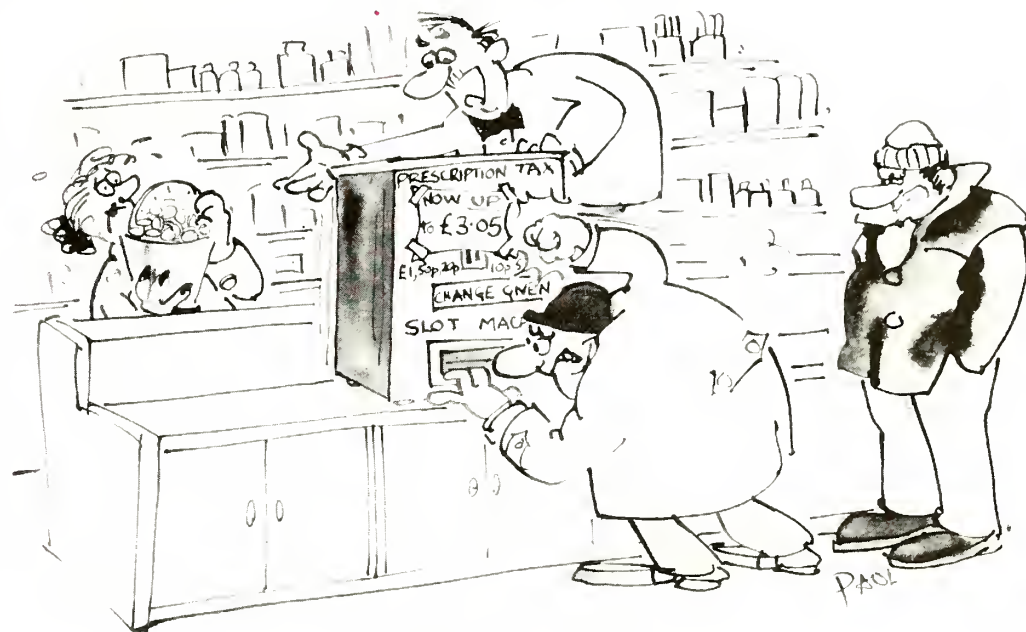
107m in 1979 to 70m in 1988, while the number of prescriptions for other patients has increased, indicating that the charges are deterring some patients from seeking treatment.

The NPA too has condemned the latest increase, calling prescription charge rises a "sick tax". "Patients often ask the pharmacist which of a number of prescriptions is the most important or if there are any they can do without," said director Tim Astill.

Prescription charges are now firmly established on the yearly programme for April 1 uplift. In

the 11 years since the Conservatives came to power, prescription charges have risen in 12 stages, from £0.20 to £3.05. Health Minister Virginia Bottomley, announcing the rise, said the 8.9 per cent increase reflected the higher cost of pharmaceutical services. It will provide £13m. She added that the new charge continues to represent less than half the cost of an average prescription to the NHS.

■ Labour leaders will force a vote in the Commons against new regulations increasing the prescription charge.



More change! More change!

Animal medicine fee rise attacked

Massive increases in licensing fees for veterinary medicines proposed by the Ministry of Agriculture have brought an angry response from animal medicines manufacturers. Some fees will go up by 250 per cent or even more from April 1.

"If MAFF honoured its earlier commitment then the fees could stay as they are," the National Office of Animal Health's director, Roger Cook, told *C&D*. He says MAFF confirmed in 1987 that industry would not be charged for the review of pre-1984 product licences but is now calculating fees to cover this work, which NOAH estimates takes up half the Veterinary Medicines

time. No other member state is charging for this EEC-inspired work and NOAH believes the VMD should send the bill to the Government or to the European Commission.

The proposed fee for a major product licence will increase from £8,000 to £22,000, while that for a standard product licence will rise from £2,000 to £5,000. Standard variations, now £200, will cost £600; renewals will go up from £250 to £750. Animal test certificates will more than double from £2,500 to £6,500. New licence applications were lower than forecast, producing a budget deficit.

Britain now has the highest

licensing fees of any developed country, Mr Cook said. A PL application costs only £45 in Italy and £150 in France, while animal test certificates are free in all other member states who are now benefiting from the transfer of research funds away from UK universities. After 1992, companies may seek licences elsewhere in Europe and sell their products in the UK under "mutual recognition" terms, thereby depriving the VMD of further income.

NOAH, which has requested a meeting with the Minister, is also seeking advice on the legality of these "gross discrepancies" under European law.

STATEMENT 'Parallel imports'

The "parallel import" licensing scheme only applies to medicines from Member States of the European Community. Medicines from non-EEC countries which are licensed for use in the UK will therefore bear a standard PL number not a PL(PI) number. For example, a standard PL number would be 1234/5678, where the first four digits represent the product licence holder and the second four digits represent the medicine.

Pharmacists should not accept, from any source, medicinal products which do not carry either a PL or PL(PI) number. In addition products should not be accepted other than in their original outer packaging.

Any breach of the above will be considered by the Council to constitute unprofessional conduct.

And now, OTC Pregaine

National Press advertisements for a new OTC shampoo, Pregaine, that "cares for thin hair" are a test market, say Upjohn, manufacturers of private prescription only Regaine. Pregaine will be launched nationally in a couple of months.

The advertisements direct balding readers to a free phone number to hear that Pregaine shampoo "has been scientifically formulated to clean thinning hair effectively". On offer is a £1 voucher towards a 150ml pack (usually £2.99).

C&D bought Pregaine at Boots in South London on Wednesday. The shampoo offers a "unique blend of gentle cleansing agents, removes excess oil and adds body and manageability".

The name and pack graphics link with Regaine, but there appears to be no contravention of any advertising code. An ASA spokesman said the DoH considers any advertisement to the public for a POM contrary to the Medicines Act. While pharmacists will spot the tie-up, the link for consumers will not be there "because, hopefully, they won't have had contact with the Regaine name through advertising".

Beware unauthorised Amoxil, say SB

Amoxil capsules offered for sale in clear plastic bags have not been authorised by Bencard, warn Smithkline Beecham.

In a notice in this issue (p383), the company says it is concerned that the stability and efficacy of Amoxil, distributed in such

packaging, may be impaired.

Confident "the overwhelming majority of the pharmacy profession will welcome this notice", Beecham say that in all cases where improper use is made of the Amoxil trademark, they will take action to protect their

proprietary rights and recover compensation.

And they will continue to give every assistance to the Royal Pharmaceutical Society of Great Britain and the Department of Health investigators in similar cases.

PSNI STATUTORY COMMITTEE

Belfast pharmacist remains on Register 'by a whisker'

A Belfast pharmacist has earned a serious rebuke from the Statutory Committee of the Pharmaceutical Society of Northern Ireland after admitting sales of Pharmacy medicines from a Spar supermarket he owns.

Maurice Gregory Fitzmaurice, who owns a pharmacy in Belfast as well as a pharmacy and the Spar supermarket in Castlewellan, has admitted selling codeine linctus and Lotussin and offering for sale Day Nurse liquid, Benlyn and Actifed tablets, which were not on the General Sale List, in contravention of Section 52 of the Medicines Act 1968.

At its meeting on February 22, the Statutory Committee heard that pharmacy inspector, Mr I. H. McFarland, acting on information received, had visited the Spar supermarket in Castlewellan and found a wide range of Pharmacy medicines displayed for sale on open self-service shelving. Mr McFarland selected two medicines, namely, codeine linctus and Lotussin and paid for them at the check-out. The inspector then disclosed his identity and was referred to the manager of the business, Mark Wells.

After cautioning Mr Wells, Mr McFarland told the Committee he had asked if he (Mr Wells) was aware that certain medicines could not be sold from shops other than pharmacies. Mr Wells had replied "No". Mr Fitzmaurice was then contacted and arrived at the supermarket within a short time. He quickly understood what had taken place and apologised to the inspector. He had admitted to not having checked stocks of medicine which were transferred from his pharmacy by a lady member of staff.

The inspector said he and Mr Fitzmaurice then removed all Pharmacy medicines from display and returned them to the

pharmacy. Mr Fitzmaurice had then instructed both Mr Wells and a lady member of staff how to identify Pharmacy medicines by their labelling and told them that all orders for medicines taken from the pharmacy to the supermarket must in future be checked by him.

Mr Rodgers, on behalf of Mr Fitzmaurice, confirmed with Mr McFarland that Mr Fitzmaurice had co-operated fully during the investigation. He had not attempted to conceal the offences and no further problems had arisen since.

Under oath, Mr Fitzmaurice gave the chairman an undertaking that the offence would not be repeated and that in future the transfer of medicines would be under his personal supervision.

In giving the decision of the Committee the chairman, Charles Hill, QC, said: "I am the only lay member of the Committee and it is the considered judgment of the Committee that this was in fact quite a serious matter. We should record as a finding of fact that we consider it is probable that Mr Fitzmaurice knew of these breaches and we think it is highly unlikely that a person supervising a pharmacy in Belfast and one in Castlewellan and a supermarket within a short distance of it would be unfamiliar with many of the details in the supermarket and more particularly with the sale of pharmaceutical products in the supermarket." Mr Hill added that the evidence suggested a considerable quantity of goods had been sold in this way.

"We think that this was a serious breach of his duty. On one previous occasion, we expressed a serious view when a registered pharmacist overzealously sold a quantity of similar goods from a pharmacy. In this case these goods were being sold from a supermarket.

"Secondly, if we were wrong and it was not probable that he

actually knew these offences were taking place, we consider that it could only have happened through culpable negligence on his part. We don't think that the pharmacist can pass on to people in the pharmacy, let alone employees in the supermarket, the duty to see that products are not sold.

"I can say that, without any exception, five to ten years ago Mr Fitzmaurice would be struck off in similar circumstances. The decision today not to remove his name from the Register is a majority decision. The whole Committee are not completely unanimous about whether or not he should be struck off, but they are unanimous that this was a serious breach of duty. It should be taken as a warning to all other pharmacists in Northern Ireland that if this conduct becomes rife within the community the same lenient view will not be taken on future occasions.

"We find however that there are mitigating factors in the present case. We take the view that Mr Fitzmaurice co-operated with Mr McFarland and, more particularly, he has undertaken that his personal supervision will see to it in future that these offences are not repeated.

"Therefore we record that a very serious rebuke has taken place verging on a striking off. On this occasion we would direct Mr McFarland over the next number of years to supervise from time to time in an unheralded way the supervision of Mr Fitzmaurice's business enterprises, to inspect them without warning and to report back to this Committee if any other breaches occur.

"On this occasion we are taking no further steps but we issue a serious rebuke and we warn you that this sort of conduct cannot be tolerated. Your name has remained on the Register by a whisker," Mr Hill concluded.

Hospital pay talks to resume

Hospital pharmacist negotiators are to meet the management side on March 27 in an effort to hammer out a deal to break the deadlock on the 1989-90 pay offer which has lasted since the late Summer.

A new claim, backdated to July 1, was submitted by the staff side at the beginning of February. If, as expected, ambulancemen back their negotiators on their two-year deal, hospital pharmacists will be the only group of health service workers whose pay award for the current year remains to be settled.

Endorsements for 'Gelthix'

Until the end of March, pharmacists who dispense Gelthix capsules against orders for temazepam 10mg or 20mg capsules and endorse "Gelthix" will be paid the Gelthix price, the Pharmaceutical Services Negotiating Committee has confirmed.

From April 1, the Gelthix price will be paid only if "Gelthix" is specified by the prescriber; entries for temazepam 10mg and 20mg capsules in Part VIII of the Drug Tariff will read:

Temazepam capsules 10mg (soft gelatin, gel-filled) 500, £12.06, category C (based on Wyeth);
Temazepam capsules 20mg (soft gelatin, gel-filled), 250, £10.52, category C (based on Wyeth).

Until gel-filled 15mg and 30mg capsules become available temazepam 15mg and 30mg will be described as "soft gelatin, liquid-filled".

No RPSGB stamps

The Royal Pharmaceutical Society's attempt to raise the public profile of its 150th anniversary celebrations next year through a set of commemorative stamps has been rejected by the Post Office.

A spokesman told *Chemist & Druggist* that the Post Office board had turned down the idea, but pharmacy may be represented as part of a "science" issue next year.

TOPICAL REFLECTIONS

by Kraysen

All is revealed...

I have always wondered why drug companies are more reluctant than their cosmetic colleagues to disclose the total formulation of their products. I am often asked whether preparations are azo-free, lactose-free, gluten-free, etc, etc, and each time I have to phone the company concerned to acquire the information. They are invariably extremely polite and helpful, but all this would be unnecessary if the formulations were on the packs.

Imagine then, my surprise the other day when I went to use a new batch of penicillin syrup from Thomas Kerfoot. There for all to read was a full ingredient disclosure. At last the veil of secrecy has been lifted and by a generic manufacturer! I now await the avalanche of excuses as to why all the rest cannot follow.

Practice adverts?

GP surgeries are busy compiling practice leaflets to give patients more information on their services. A positive step forward as long as the information is factual. But the problems start to multiply when the more entrepreneurial practices realise the commercial potential of selling space to community pharmacies in the area.

Pharmacists are barred from advertising in directories but a GP practice leaflet is different. Any pharmacist, knowing his competitors would be advertising, would do likewise. The result would be maintenance of pharmaceutical *status quo* with financial gain for the surgery. Council is presently debating this question: it should state unequivocally that all such advertising would breach the Code of Ethics and the strongest disciplinary action would be taken against all contraventions.



Right to buy

I was interested to read (*C&D, Letters*, March 3) that Mr J Harris, finance director of Unichem, is committed to the concept of pharmacists acquiring the ownership of their shops after entering into a Unichem-sponsored franchise scheme.

When the AAH scheme was launched this too was their avowed aim. Their reneging bodes ill for the

future of the independent pharmacist. But it would be naive to believe that the commercial pressures that have caused AAH to reconsider their terms will not eventually cause a similar "U" turn by a Unichem plc. The present statements of zealous idealism are a prelude to obtaining the necessary votes for flotation. When that position has been achieved I suspect Unichem's first priority will be to their shareholders — whoever they may be.

Is the man serious!

Do we have to take the opinions of Sir George Younger seriously? The argument of this apparently intelligent politician possesses a perverse logic, proposing that if the present inadequate service offered by dispensing doctors to a minority were to be extended to everyone, then there would be no need for the properly trained pharmacists.

The more enlightened politicians will, I trust, take the opposite view and remove the anachronistic right of doctors to dispense in rural areas, thus allowing the pharmaceutical service to serve the whole community. A more detailed amendment by Kenneth Clarke to the NHS and Community Care Bill might be a way to achieve this aim!

BRIEFS

Abbot have introduced a new Hytrin starter pack containing 28 tablets: 7 by 1mg and 21 by 2mg (£12.95, trade). The previous starter pack has been discontinued. *Abbot Laboratories Ltd.* Tel: 0795 580099.

Berk are adding temazepam Gelthix capsules 10mg (500 £13.62) and 20mg (250 £11.95, both prices trade) to their generics range. *Berk Generics division of Rorer Pharmaceuticals.* Tel: 0323 641144.

Cambmac say that from April 1, Dansac CombiMicro D+S (drainable and secure) clear precut pouches (sizes 25-63mm all 30s £56, trade) will be available on the Drug Tariff. *Cambmac Instruments Ltd.* Tel: 0223 861651.

Farmitalia say that Kemicetine succinate is now packed in units of 25 by 1g, 10ml vials. The price of this larger pack is £19.80 (trade). *Farmitalia Carlo Erba Ltd.* Tel: 0727 40041.

Approved Prescription Services have changed the colour of cephalixin capsules 250mg and 500mg, from orange/grey to green/grey. *APS Ltd.* Tel: 0274 606974.

Menzol Planapak for menstrual problems



Calendar packs containing norethisterone for the treatment of menstrual disorders have been launched by Kabitrum.

Menzol tablets are white, uncoated, marked "NE5" on one side with a breakline on the other and contain 5mg norethisterone. Indicated for the treatment of menorrhagia, premenstrual syndrome and dysmenorrhoea, Menzol comes in an 8-day (£7.70)

or 20-day (£19.35, both prices trade) Planapak containing 24 or 60 tablets and there are three packs per carton.

Norethisterone, is pharmacologically similar to progesterone. When taken between days 19 and 26 of the menstrual cycle, it produces secretory changes in an endometrium previously exposed to the proliferative effects of

endogenous oestrogens. About two to three days after norethisterone is stopped, a withdrawal bleed similar to a normal period occurs. Menzol can be used to treat menorrhagia (heavy periods) and premenstrual syndrome, at a dose of one tablet two to three times daily between days 19 to 26 of the cycle. Symptoms like headache, migraine, breast discomfort, water retention, tachycardia and psychic disturbances may be relieved, say Kabi.

For dysmenorrhoea (painful periods) one tablet three times daily is taken from the fifth day of the cycle for 20 days, to oppose the effects of oestrogen during the proliferative phase. This results in inhibition of endometrial proliferation and suppression of ovulation, which almost invariably relieves the pain of primary dysmenorrhoea, says the company.

Contraindications and side effects are similar to other preparations containing norethisterone (see Data Sheet). The Planapak wallet is designed to aid compliance by enabling women to easily calculate the first day of treatment and is accompanied by patient instructions. The product licence number of this prescription only medicine is 8387/0010. *Kabitrum Ltd.* Tel: 0682 850300.

You are the specialist in plasters for sensitive skin



Micropore Dress-it plasters, from the makers of Micropore tape, have a low-allergy adhesive that's specially kind to sensitive skin. Their colour blends more discreetly with the skin. And the Micropore plaster helps healing by allowing your skin to breathe.

Naturally such a plaster will only be sold through Pharmacies. And, 3M Health Care will be supporting sales with high impact national advertising, point-of-sale material and P.R.

As a specialist yourself, you will recognise that Micropore Dress-it plasters represent a major growth area for maximising profit.

Available from selected wholesalers in a choice of packs: Plasters, Assorted, Plaster Strips, all in an Introductory Box. If you experience difficulty in obtaining Micropore Dress-it plasters call 0509 613161.

Micropore Dress-it Plasters

Understanding sensitive skin

HealthCare

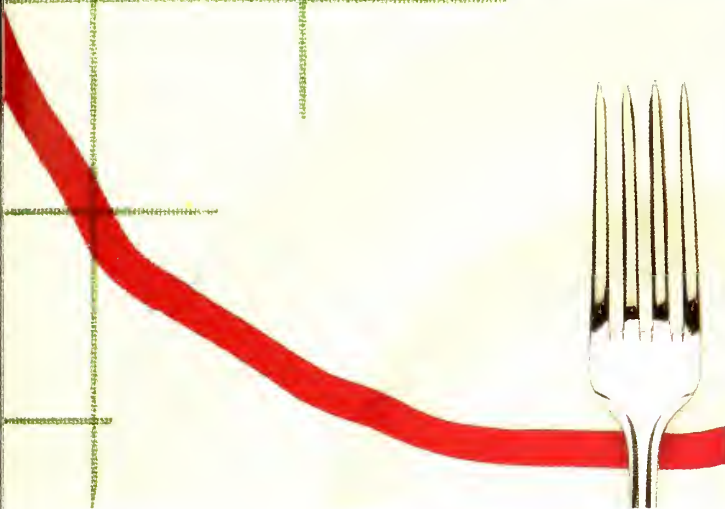
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3M Health Care Limited
Loughborough, England

new research study results

How chewing gum rapidly curtails two hour plaque acid attack



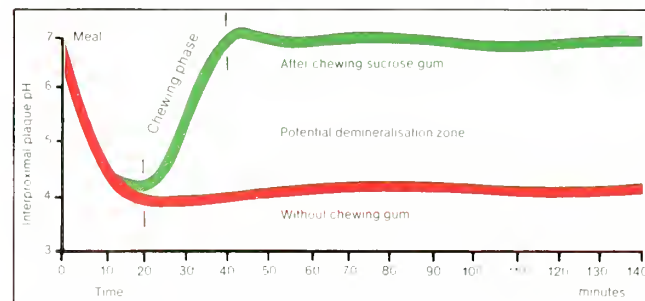
Most meals and snacks increase plaque acid production.^{1,2} Research shows that this acid threat may be prolonged and the new study demonstrates that two hours or more can elapse before acid in the interproximal sites is neutralised.³ And with five or six snacks a day being quite common, many patients' teeth may be at risk for long periods of the day.

The chewing of gum after eating triples salivary flow⁴ and delivers saliva throughout the mouth, reaching even interproximal sites where carbohydrates may be trapped.¹ As a result, acid is neutralised quickly and plaque pH is returned to, and maintained, at resting levels. There is wide acceptance of this benefit from Orbit sugar-free gum where restoration of plaque pH to resting levels is known to be rapid. Consequently, attention is now focusing on whether gums containing sucrose exert a similar benefit.

The new study using Doublemint chewing gum after meals shows that once the sucrose is chewed out (generally within minutes)⁴, the gum behaves in much the same way as sugar-

free gum, with acid neutralisation being completed within a 20 minute chew period.³

Interproximal plaque pH response to typical nutritionally balanced meal with and without sucrose chewing gum.³



Since most people chew a piece of gum for at least 20 minutes these early results suggest that whichever gum your patients elect to chew after eating, plaque acid can be neutralised much faster than by not chewing.

The new research data provides further support as to why the chewing of gum for 20 minutes after eating should be considered a valuable adjunct in maintaining good dental health.



References: 1. Jensen, M.E., *JADA*, 1986, **113**, 262-266. 2. Jensen, M.E., et al., *J. Dental Res.*, 1989, **68** Abstr 264 3. Jensen, M.E., and Wefel, J.S., *Br Dent J.*, 1989, **167**(6), 204-208. 4. Hoerman, K.C., et al., submitted *Archives of Oral Biology*, 1989

COUNTERPOINTS

LRC update tooth powder packaging

Eucryl smokers toothpowder is being updated to capitalise on the estimated £7.9 billion smokers market.

The toothpowder is being relaunched with bright modern packs which, the company says, will appeal to male and female smokers. The smokers original variant will be predominantly red, with the fresh mint a pale green (priced £0.99). The company has also introduced a smokers toothpaste (£0.95) for consumers who prefer a paste to a powder.

The relaunch is being supported with advertising and promotional activity beginning at the end of April. At this time, a 10p-off coupon drop will cover a million homes and from May a £250,000 national Press campaign will run in the popular daily and Sunday Press. *LRC Products Ltd.* Tel: 01-527 2377.



Gifts for mothers

A free gift-box worth £20 and containing packs of Peaudouce Ultra-T as well as Peaudouce baby gifts will be presented to mothers who have babies on Mother's Day.

To qualify, mothers are asked to send a copy of their baby's birth certificate dated March 25 direct to *Peaudouce (UK) Ltd.* Tel: 0952 680044.



C&G launch four baby herbal drinks

Cow & Gate are launching ready-to-drink herbal drinks for babies, backed by national advertising, sampling and consumer literature.

There are four herbal drinks with a hint of pure fruit juice: fennel with pear and apple, fennel with orchard fruits, chamomile with apple, and peppermint with apple and peach. They are packed in 125ml glass bottles (£0.34) with colour-coded caps and labels.

Advertising will include the specialist *babycare* and *paramedical Press*. A new consumer leaflet will be mailed to mothers and is available free from the company. Couponing is also expected to encourage initial purchase.

The drinks contain no added sugar and are fortified with vitamin C. *Cow & Gate Ltd.* Tel: 0225 768381.

Tambrands now sell Duracell

Starting this month, the Tambrands salesforce is taking over the sale of Duracell batteries into the chemist trade.

The two companies believe that the experience of the Tambrands salesforce will "substantially improve Duracell's service level to the UK chemist trade".

Over 6,000 chemists are already served by the salesforce and representatives will be approaching the trade with tips on merchandising the batteries. Merchandising units and a variety of special deals will also be available. *Tambrands Ltd.* Tel: 0705 474141.

Dentinox plus

Dendron are introducing new packaging for their Dentinox range next Monday.

Colours have been softened and illustrations replace photographs to give a more "sympathetic" image.

New display stands hold 24 packs of gel, six colic drops, and six cradle cap shampoo (£26.72 trade) and retailers buying this package will get an additional 12 tubes of gel free.

The new packs will feature in colour advertisements in the *mother and baby Press*. *Dendron Ltd.* Tel: 0923 229251.

Countercall are offering an introductory offer on *Ketsugo*. Two outers of six 60ml spray bottles come with a free 60ml bottle giving a total profit on return of 37 per cent. *Countercall Ltd.* Tel: 021 356 0478.

Spikey gets a restructure

Robinsons Baby Foods have restructured their Spikey collection scheme to encourage more mothers to collect proofs of purchase in return for Robinsons Spikey items.

The collection scheme is currently featured on all Robinsons baby foods, juices and drinks. During 1989, over 3,000 mothers called the phone number each week for information on the latest offer. With the addition of the Spikey phone number to all Robinsons' television and Press advertising in 1990, this response is expected to increase even further.

All mothers who ring the Spikey number will now be incorporated in Robinsons' direct mail programme, ensuring that they receive samples when their baby is ready for weaning. The offers vary according to the age of the baby, giving a mother the chance to start collecting for Spikey items as soon as her baby is born. They include toys, mobiles, books and place mats, all featuring the Spikey character. *Colmans of Norwich.* Tel: 0603 660166.

Seven Seas' rainbows

A new television campaign from Seven Seas is set to burst onto screens from Monday.

The 30 second Rainbow commercial promotes the Seven Seas range of vitamins, minerals and supplements. A budget of £750,000 will ensure that the message is carried to over 12 million women nationwide, says the company.

The campaign runs through to mid-April, and forms part of the total £5 million budget for all Seven Seas products throughout this year. This means that at least one of the company's brands will be on screen throughout the year, say *Seven Seas Health Care Ltd.* Tel: 0482 75234.



Wouldn't you?

Imagine you're a customer. Your baby is teething and you want to buy a teething medicine. You're concerned about keeping your baby, and the environment, healthy. You're inclined towards buying a natural homoeopathic product.

On top of this you've noticed all the press and TV coverage on the homoeopathic brand leader, Nelson's. And you've been impressed by the continual presence of their powerful new advertising.

As you enter the pharmacy you see the enormous range of Nelson's products on display.

You see their latest products, newly designed packaging, and Teething Granules. You like what you see, you like what you know; and you like the price. What would you choose?

Nelson's Teething Granules are available now. For further information call 01-946 8527 or speak to your Nelson's representative.

There is a 45% margin on Nelson's Teething Granules.



nelsons
HOMOEOPATHY

Bourjois go for Naturel shades

Pastel Naturel, a range of soft matt eye shadow, is the latest product from the Bourjois colour house.

The palette is said to satisfy the current desire for simple, gentle and natural make-up (£2.99) and will be available from April.

The eye shadows come in a round pot with a matt finish cap with an applicator.

Shades available include: brun essential, abricot tendre, gris estompe and mauve delicat.

They are said to give a matt effect while maintaining a soft, easy to blend mixture. *Bourjois Ltd.* Tel: 01-493 3836.

Sandersons Chemists say that full stocks of their throat specific mixture are now available. It was in short supply due to the non-availability of one of the natural extracts. Wholesalers' stocks have now been replenished and any retailers having difficulty in obtaining supplies should contact the company direct. *Sandersons (Chemists) Ltd.* Tel: 0204 41285.



Revlon launch Roma into the UK

Revlon are launching Laura Biagiotti's new fragrance — Roma, into the UK.

The fragrance is said to belong to the "oriental sweet-fruity family" created in a traditional Roman style, with top notes of Sicilian bergamot and mint.

Packaged in a glass bottle with a muted apricot box, the fragrance

comes in an eau de parfum (25ml £35) and an eau de toilette spray (25ml £22.50; 50ml £35; 100ml £45).

The range includes a body lotion (200ml £21); beauty bath (200ml £21); deodorant (100ml £18); and roll-on deodorant (40ml £10.50). *Revlon International Corporation.* Tel: 01-568 4466.

Cox say that their effervescent mouthwash tablets have been removed from the General Sales List and no longer require a licence. *Cox Pharmaceuticals.* Tel: 0271 75001.

Offers for all from Bronnley

The almond oil and white iris ranges from Bronnley are being promoted with consumer and trade offers beginning this month.

The company is producing two "special-priced" retail promotional white iris packs. The first (£137.85 trade) comprises 17 white iris items, while 11 items are contained in the second (£87.81 trade). Retailers also receive four complementary boxes of white iris hand soaps £14.40 as a bonus.

The packs come with display material, including showcards, an eau de toilette tester and 100 20g give-away soap samples.

For the consumer, Bronnley are offering almond oil travel soaps in a case for £0.99 against the usual selling price of £1.50. The offer applies to all fragrances in the almond oil range.

Also as part of the promotion, satin soft powder will be available at £1.75 for 175g (usually £2.30) and eau de toilette (50ml) will be available for £3.50 (usually £5.25).

The offers will end on March 26. *Bronnley H & Co Ltd.* Tel: 0280 707291.

Corn Silk liquid foundation is available in a 30ml bottle and not in a tube as stated in **Counterpoints** February 24. *Chatterton (UK) Ltd.* Tel: 0256 844144.

Norton put royal jelly in soap

A glycerin soap containing fresh royal jelly is the latest product from M&R Norton.

The soap, which contains no animal fats, is boxed, and is said to be ideal for travelling. The product is not tested on animals and retails at £1.95, say *M&R Norton Ltd.* Tel: 01-670 4433.

Efamolia in banded offer

Efamolia night cream and skin lotion are being banded together at a special offer price of £8.20 in the latest offer being launched by Efamol.

The offer begins mid-March and will run while stocks last. It gives a saving of £2 to the consumer, say *Efamol Ltd.* Tel: 0483 578060.

Wilkinson go to music

Wilkinson Sword aim to boost sales of their Profile Extra fixed and swivel blades with a music promotion beginning next month.

Consumers who send proof of purchase for one ten blade pack or two five blade packs will be sent a "smooth sounds" cassette. *Wilkinson Sword Ltd.* Tel: 0670 713421.

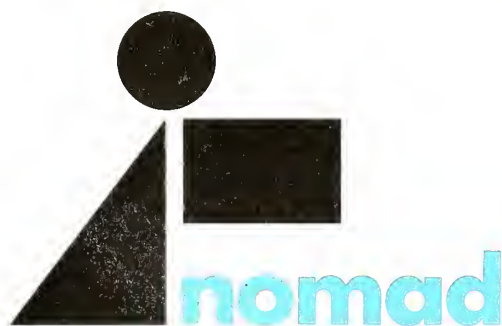
Healthwatch video

The educational series on various ailments and their treatments that is currently running on TVS has been released on video.

Sponsored by Sterling Health, the Healthwatch video covers 13 common complaints and self-help measures (*C&D*, February 17, p235) and also includes scenes from the television series.

Shots of some of the Sterling Health products, including Solpadeine, Milk of Magnesia and Cymalon appear on the video, says the company.

Running time is 57 minutes and the video is accompanied by a booklet, (£9.99). *Distributors, Virgin Vision.* Tel: 01-968 3333.



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**"I KNOW ALL SUNSCREENS PROTECT FROM SUNBURN,
BUT WHAT ABOUT WRINKLES?"**



UVISTAT SUN CARE

We already know the difference between UVB and UVA rays.

UVB rays burn the skin. Whilst UVA rays are believed to cause longer term damage. Like brown spots, dryness and wrinkles.

But recent information reveals that many sunscreens don't take

account of this.

They may contain UVB protection but not sufficient UVA.

Which means your customers can lie in the sun and not burn, but may still do themselves long term damage.

So you should recommend Uvistat.

The balance of UVB and UVA protection in Uvistat is far more in tune with the natural spectral balance of the skin.

Or, in other words, it protects the skin from both UVB and UVA rays in the same ratio that skin will protect itself.

So if your customers want to build

up a sun tan without burning or ending up with wrinkles, tell them about Uvistat's high factor suncare products.

They'll thank you for it in the long term.

UVISTAT
THE GENTLE ART OF SUN CONTROL

Revlon look to Summer with range

Revlon have come up with a range of new colour cosmetics for Summer, including a sheer tints mascara and a tinted day cream.

The cream (45ml £12.95) is available from June and is a lightweight tinted moisturiser with a sunscreen for all skin types. It comes in four shades: gold, beige, rose and natural.

The sheer tints mascara (£6.95) features a spiral of suspended colour in a clear, water-based gel: it comes in two shades; black and brown.

The company has also come up with a waterproof eye make-up remover that is fragrance and irritant free. It comes in a 125ml plastic bottle (£5.95).

Sunglow effects is Revlon's new pressed powder and can be used as a bronzer, a blush, an eye colour or a lip tint (9g £8.95).

New to the facial range is complexion powder cream make up (10g £12.50) which is a foundation and a powder in one, available in eight shades in a pressed powder compact.

The complexion cream concealer (10ml £7.95) is for blemishes and shadows, and is non-drying and irritant free. It comes in three shades.

Revlon have also developed 12 new living lipstick shades (£6.95) extending the total range to 36 colours. To complement every lipstick shade is a matching nail shade (£4.25).

Finally, Revlon have added eight new treatments into their nailcare range: anti-staining base coat (15ml £5.50); ridge filling basecoat (15ml £5.50); maximum shine topcoat (15ml £5.50); matte top coat (15ml £5.50); liquid quick dry (15ml £5.50); nail whitening pencil (£3.95); cuticle gel groomer (40g £6.95); nail starter kit (£8.95). *Revlon International Corporation. Tel: 01-568 2319.*

Jordan will travel

In an attempt to maximise the pre-holiday toothbrush market, Alberto Culver are promoting their Jordan travel cap v-tuft toothbrush.

The toothbrush (£1.19) comes with a free slip-on plastic cap that protects the bristles from damage and keeps them clean during travelling. *Alberto Culver Co. Tel: 0256 57222.*



Cacharel launch Anais haircare collection

Parfums Cacharel are introducing a new haircare range to complement their Anais Anais fragrance.

The Anais hair collection comprises a conditioning shampoo, a fragranced styling gel and a fixing spray. All three products have been enriched with silk proteins and impregnated with the Anais fragrance.

The conditioning shampoo comes in a 200ml tube (£7.95) and is suitable for all hair types. It can be used as frequently as desired, says the company. The styling gel comes in a 125ml tube (£7.95). Described as light and non-greasy it can be used on wet and dry hair. The Anais fixing spray contains smoothing and glossing agents

and is available in a 125ml pump dispenser with a selling price of £8.95.

To celebrate this extension of the range, Cacharel have produced "le coffret beauté" which contains a padded hairband, a hair slide and a scrunchy.

It also contains 15ml samples of the shampoo and the styling gel as well as a body cream and a soap. The coffret comes free to consumers who purchase an Anais Anais 30ml eau de toilette spray (£15.50).

In addition it will also contain a £2-off voucher redeemable against any first product purchased from the haircare range. *Parfums Cacharel. Tel: 01 937 7207.*

New look at Nicholas

Consumers are being offered a "whole new look" in the latest competition from Nicholas Laboratories.

The company is promoting its Louis Marcel brand with the competition which asks consumers to list, in order of importance, seven elements of a fashion look as well as completing a tie breaker.

First prize includes a session with an image consultant, a

wardrobe of clothes, a hair re-style and a skincare and make-up consultation by Almay. Consumers are asked to include a proof of purchase for any Louis Marcel product with their entry forms.

The competition is being supported with POS material and colour advertisements will appear in women's Press through the year. *Nicholas Laboratories Ltd. Tel: 0753 23971.*

Roc change name of Mat foundation

Roc have changed the name of their Mat foundation for oily and acne prone skin to Sunblock Foundation.

They believe that this will "better correspond" with consumer demand for a foundation

with UV protection. The formulation, size and shades will remain the same.

The foundation (30ml £7.95) will be phased into the trade from this month. *Laboratories Roc (UK) Ltd. Tel: 01-823 9223.*

One Touch comes to UK

The One Touch depilatory range made by American company, Inverness Corporation, is to be launched in the UK in April.

The UK move is part of a "substantial European development programme", says the company, describing the product as a "brand leader" in the US.

The range comprises a roll-on depilatory in three varieties: sensitive, regular and bikini (£2.75); a cream depilatory (£2.05); a strip wax for the body (£2.55) and the face (£1.85) and a hair lightener (£3.95).

The launch will be supported with advertisements in the women's Press. *Distributors Unichem Ltd. Tel: 01-391 2323.*

Wellcome go gently

The Wellcome Foundation have added a new pack to their Macdonalds Simply Gentle cotton wool range.

The Simply Gentle composite pack comprises a dozen each of: economy roll (180g); handy pleats (60g); white snodrops (50s); coloured snodrops (50s); cleansing pads (50s) and snobuds (100s). The pack retails at £36.21 (trade £24.14). *The Wellcome Foundation Ltd. Tel: 0270 583151.*

Enterosan

Windsor Pharmaceuticals are advertising Enterosan in women's magazines and national newspapers.

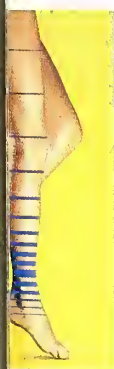
With a £230,000 spend, the campaign will break about two months before the main holiday period. And television personality Judith Chalmers will again promote the brand in window displays and consumer leaflets, as well as in a public relations campaign.

Windsor Pharmaceuticals Ltd. Tel: 0344 484448.

"Agony aunt" Anna Raeburn, will again feature in Windsor's advertising and promotion of Dulcolax. A £350,000 campaign runs in women's magazines and national newspapers this month and will be repeated in June and September. In addition, Anna Raeburn, will undertake a national media tour on behalf of Dulcolax. *Windsor Pharmaceuticals Ltd. Tel: 0344 484448.*



The high level of pharmacy commendation reflects your confidence in the quality of Scholl Compression Hosiery. And with good reason.



We've put years of investment into understanding venous conditions, and developing new technology and materials to provide the best possible prophylaxis and treatment. And conducting regular consumer surveys, we make sure that compliance is guaranteed.

Scholl graduated Compression Hosiery works by exerting

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sufficient pressure at the ankle to compensate for venous insufficiency. The diagram shows how pressure decreases gradually from the ankle upwards, assisting the return of blood to the heart.

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For full details of how we can help you promote positive healthcare for legs, simply send us the coupon.

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I would like Scholl to help me promote positive healthcare for legs. Please send me your Range Information and Patient Education Pack.

Name _____

Address _____

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THE LEADING NAME IN COMPRESSION HOSIERY

*Independent Retail Audit, Autumn 1989.



WYETH TEMAZEPAM TABLETS

MAKE IT HARD FOR THE DRUG ABUSER



**Reduced risk of drug abuse
and associated problems**

**Bio-equivalent to soft
gelatin capsules**

**Greater dosage flexibility:
tablets can be divided**

The soft-gelatin capsules will continue to be available to patients for whom this dosage form is considered appropriate. Wyeth will be intruding abuse resistant capsules in due course.

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Prescribing Information

Presentation: White, scored tablets containing 10mg and 20mg temazepam.
Indications: Short term treatment of insomnia (up to 4 weeks). Long term use may lead to dependence and withdrawal symptoms in certain patients. **Dosage:** 10-30mg half an hour before retiring. May be increased to 40-60mg in unresponsive patients. Elderly patients may require lower doses, possibly up to half the normal adult dose. Not recommended for children. Treatment should be intermittent if possible and tapered off gradually. **Contra-indications:** Not to be used to treat short term mild anxiety, depression, phobic or obsessional states, chronic psychosis. Sensitivity to benzodiazepines, acute pulmonary insufficiency. Use during pregnancy and lactation only if compelling reasons. **Precautions:** Use with alcohol or CNS depressants may potentiate effects. Patients should be warned against driving or operating machinery until it is established that they do not become drowsy. Care should be taken in patients with personality disorders. May inhibit psychological adjustment to loss or bereavement. Caution in patients with chronic pulmonary insufficiency, renal or hepatic disease. **Side-effects:** Drowsiness, sedation, blurring of vision, unsteadiness and ataxia. Rarely gastro-intestinal disturbances, headache, skin rashes, urinary retention, blood dyscrasias and jaundice. **Legal category:** POM. CD (Sch 4). **Packs and Basic NHS Cost:** 10mg x 300 - £12.06. 20mg x 250 - £10.52. **Product Licence Numbers:** 10mg - PL 0530/0255, 20mg - PL 0530/0256. Further information is available on request. Wyeth Laboratories, Taplow, Maidenhead, Berks. SL6 0PH. *trade marks

WYETH*
GENERICS
QUALITY ASSURED

Elida Gibbs ready to bring Brut into the '90s

The honeymoon is over for Brut. Since acquiring the Fabergé name last November, Elida Gibbs have been assessing the brand which pioneered an entire market back in the '60s. Gibbs are about to launch a new strategy for a slimmed down Brut range, which is worth £75m worldwide.

On the face of it, Gibbs' problem is to rescue a product flagging through its image. Think Brut, think Henry Cooper and curly perm Kevin Keegan. Alongside the sophisticated outlook for the Gibbs' success story of the late '80s — Lynx — Brut seems outdated, down-market; weighed down by the very things that helped position it as the clear forerunner for man-on-the-street acceptability.

Despite its slow decline over recent years, it still commands fourth place in the UK mass market male fragrance list behind Insignia, Lynx and Old Spice. In the year to October 1989 sales totalled £10m.

Gibbs' research has identified the Brut user as more typically in his 30s or 40s, rather than Lynx and Insignia's key market penetration at the under 25s. Says Rod Connors, brand manager: "Brut is much favoured by the 25-year-old plus age group and we are firmly convinced that our current users will remain loyal. We plan to stimulate interest among the smaller but highly influential youth sector where loyalties are first formed."

Gibbs, who inherited a 21-product range with 40 promotional options, have acted to solve problems arising from customer service the size of the range and factory production problems, by rationalising to 12 product options in the key male markets. The strategy is then to put behind the brand the kind of support that made it such a success in the first place.

"Brut is regarded as a daytime fragrance, no-nonsense, honest and sociable; 'lads together'," says Rod Connors. This theme will be taken up by a television campaign planned to start in June, with a new Press campaign and display material in support, a £1.5m package. Fabergé will also continue to sponsor a Brut powerboat team, and will use Henry Cooper for trade activity and PR.

Elida Gibbs. Tel: 01-486 1200.

COUNTERPOINTS



Zerion looks to men only

Gillette have added a new variant, designed specifically for men, to their Natrele Plus deodorant range.

Available this month, Zerion comes in 150ml (£1.29) and 75ml (£0.69) non-CFC aerosols as well as a 50g deodorant stick (£1.49). It is described as "fragrance-led" with an aromatic, sandalwood smell.

It is packaged in deep blue colourways with the familiar sun and moon Natrele Plus motif. First packs will also carry "new for men" flashes on the lid to increase shelf visibility, says the company.

Zerion will be supported by a £500,000 promotion campaign with advertisements in young men's magazines during the Summer. Trial samplings will also take place. Gillette UK Ltd. Tel: 01-560 1234.

Aramis look to mens' skin

Two skincare products "with a man's skin in mind" will be launched by Aramis in April.

Electric shave solution (£12.50) from the Aramis Lab Series is said to make an electric shave more comfortable by creating a silicone polymer layer on the skin, providing cushioning.

As well as these benefits, the solution is said to cool and condition the skin after shaving as well as soften it with the help of vitamin E acetate.

The product is oil free and fragrance free to complement the rest of the range.

The company has also introduced an eye lift under eye relief (£15) which is said to help reduce puffiness and dark circles under the eyes. The clear gel comes in a 15ml tube and contains chamomile, allantoin and vitamin A palmitate. Aramis. Tel: 01-499 9871.

Silver Tone added to Nutrasome

A silver Tone shampoo for thinning hair has been introduced into Revlon's Nutrasome haircare range.

Silver Tone is said to impart a "new colour dimension and body to greying hair" and should be used in conjunction with the Nutrasome supplement.

The product is a pearlescent purple liquid with the Nutrasome fragrance. It comes in a pearlescent silver plastic bottle with white, blue and purple graphics.

Point of sale material is available and the range will be supported with a £500,000 advertising campaign with advertisements appearing in Sunday colour supplements and men's interest magazines. There will also be a mini-pack sampling campaign for both Nutrasome enrichment shampoo and supplement. Revlon International Corporation. Tel: 01-568 2319.



Kent launch more brushes

The Kent Silver Collection is the latest range from hairbrush manufacturer GB Kent & Sons, featuring hand-crafted real bristle brushes and mock ivory and tortoise shell combs, all inlaid with sterling silver motifs.

The brushes are made from ebony, or satinwood for babies. There is a choice of two gift sets for men and three sets for women. Childrens brushes come with a choice of three teddy designs.

Prices range from around £60 for a children's brush to £115 for oval hairbrush and comb sets for men and women, and from £265 for a lady's collection of hairbrush, comb, clothes brush and mirror. GB Kent & Sons. Tel: 0442 51531.

NON-UNICHEM MEMBERS
MAY FIND THIS DIFFICULT TO SWALLOW.



We've done it again. This month's exclusive deal is a 38.7% P.O.R. on both large and small bottles of Plax. An offer that will stick in the throat of any chemist who's not a UniChem member.

And who can blame them? Because the unique new dental rinse that's so good at shift-

ing plaque is also proving very successful at shifting itself. (And that's without the eye-catching display unit our members will also get.)

Speak to your UniChem representative soon. This is the kind of profit opportunity you can really get your teeth into.



Ortilax to the UK

Brewhurst have introduced a natural laxative, made by Ortils of Belgium, into the UK.

The formula for Ortilax is based on plant extracts, and includes senna pods and frangula bark. The recommended dose is two tablets at night, but may be increased if necessary, says the company. The tablets are not suitable for babies, pregnant women or nursing mothers.

Tubs (100, £4.45) are available in outers of six (£15.55). *Brewhurst Health Food Supplies Ltd. Tel: 0932 354211.*

Changes to Solusal

Allergan are making minor changes to the container of Solusal saline solution.

The container is fitted with a new valve which directs saline downwards, lessening pressure loss and prolonging usage. The cap is stronger, to help avoid breakage during transit; and the aerosols now carry an ozone friendly flash. *Allergan Optical Ltd. Tel: 0494 444722.*

Health hunt

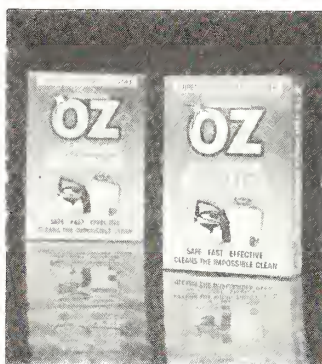
A nationwide hunt for the healthiest family in the country has been launched by Crookes Healthcare.

The company is linking its Sweetex brand with *Woman's Own* to publish a survey into British health habits. The prize will be a holiday for four in Orlando and seven runner-ups will each receive a family set of four Raleigh bikes. *Crookes Healthcare Ltd. Tel: 0602 507431.*

Guru supports Bic sensitive

Biro Bic are promoting their disposable razor range for sensitive skin with a £650,000 national television advertising campaign.

The commercial features the Bic razor guru and will run nationally for four weeks beginning on April 16. *Biro Bic Ltd. Tel: 01-965 4060.*



All purpose Oz descaler

On Monday, an all purpose descaler joins the ranks of Oz limescale remover products.

All purpose descaler (85g, £0.99) is a "super-concentrated" powder formulation for descaling kettles, coffee machines, shower jet heads and steam irons. It works in 30 minutes, and is non-toxic, non-caustic, non-corrosive and biodegradable, say Dendron.

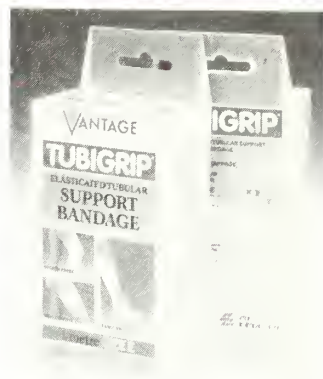
The company is supporting the launch with advertising throughout the year. Details of support activity and promotions are available from representatives. *Dendron. Tel: 09232 29251.*

For all scaly scalp conditions

- ✓ A lightly fragranced formula with the strength of coal tar.
- ✓ Does not stain the skin, clothes or bath.
- ✓ Leaves the hair shiny and easy to manage.

ALPHOSYL
SHAMPOO

The effective scalp treatment in a cosmetic shampoo.



Tubigrip, by Vantage

Tubular support bandage Tubigrip is being introduced as a Vantage own-label product, in a major tie-up between Seton Healthcare and AAH Pharmaceuticals.

The co-branded Vantage Tubigrip comes in new-look carton packs designed to assist the customer to select the correct bandage. Colour coding differentiates the six widths available. Illustrated information panels show the versatility of Tubigrip and methods of application, say AAH.

The range is available with a stand and a free Tubigrip tension guide available from Seton Healthcare representatives. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

Free chocs

Sangers are running an Easter promotion for retailers ordering additional Kodak film — free luxury Thorntons continental Assortment chocolates. Sangers are giving away 400g assortments for orders of 60 rolls; 510g Thornton "caskets" for 100 roll orders; and an 800g presentation for orders of 160 rolls.

The promotion runs to April 31, 1990. *Sangers Photographic Ltd. Tel: 021-523 4471.*

Neutradol from AAH

The 125ml size Neutradol odour absorbent room spray is now available from the AAH Healthcare Book.

Available in outers of 12 at a trade price of £1.36 per spray, Neutradol has a selling price of £2.09. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

Whitehall expand on Robins plans

From this week, the Whitehall Laboratories salesforce has taken over the selling of the former A.H. Robins range of over the counter products. The change follows the acquisition in the USA of A.H. Robins by American Home Products, parent company of Whitehall and Wyeth Laboratories.

As part of the reorganisation, Wyeth have taken over A.H. Robins prescription products, and Wyeth's few OTCs have also moved to Whitehall.

Whitehall seem to be still very much in a period of assessment of their new portfolio, which includes Robitussin, Dimotane, Dimotapp, Chapstick, pH Perfect, Allbee with C, Prenatol and the Sergeants pet range from Robins, and Algipan, BC500, Davenol and Petrolagar from Wyeth.

But their first promotional news is national Press advertising for Dimotapp during the peak hayfever season, linked to a Summer bonus offer, and consumer offers, new point of sale and a trade bonus deal on Chapstick for Summer.

Products like Dimotane and Robitussin have traditionally relied a lot on counter recommendation say Whitehall, making product knowledge one area the sales team will have to look at.

Managing director Gavin Bell admits they have some catching up to do: "Whitehall have traditionally been viewed with some suspicion by pharmacy because we have sold products through grocers in support of the GSL principle. But the bulk of our business has always been with pharmacy. With new P products coming in the percentage of our business going through pharmacy will increase still further."

One initiative Whitehall are introducing from April 1 will be transfer ordering through pharmacy wholesalers. A dedicated six strong sales team will be used to develop the area, though transfer orders will be available through the whole salesforce. *Whitehall Laboratories. Tel: 01-580 6037.*

Schering-Plough have launched Buddettes, specially-shaped cotton buds for applying and blending cosmetics. Packed in pastel-coloured drums of 130 buds with a selling price of £0.99 and have 100 per cent cotton tips. *Schering-Plough Consumer Health. Tel: 0638 716321.*

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Product	ml	Packsize	R.S.P.	Trade	Special Offer
Roll-on	50	12	2.95	1.92	21.31
Natural Spray	75	12	3.25	2.11	23.42
Sun milk SPF 1	150	12	4.50	2.93	32.52
Sun milk SPF 4	150	12	4.95	3.22	35.74
Sun milk SPF 8	150	12	5.25	3.42	37.96
Sun block SPF 15	150	12	5.50	3.58	39.74
After-Sun	150	12	4.25	2.77	30.75

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Unichem discounts

Unichem are offering a range of discounts and incentives on own label films and sun preparations.

Member pharmacists who order between 11 and 50 packs of own label films will receive a 17.5 per cent discount which offers 42 per cent profit on return. If more than 50 packs are ordered members will receive a 20 per cent discount offering 43 per cent profit on return. As an additional bonus, if the films are ordered as part of Unichem's "childdisplay" promotion a further 15 per cent discount is available.

Unichem are also offering incentives across a range of sun preparations. Members who order any 10 packs of Ambre Solaire are able to enter a window display competition to win a £500 holiday voucher. There are ten further holiday voucher prizes to be won as part of the promotion.

A free bottle of wine comes with every six outers of Hawaiian Tropic ordered and a free beach bag or mat comes with orders of four dozen outers or a pre-pack from Bergasol.

Members wishing to order Nivea sun care products will receive a free bar-b-que when they place an order of any 13 packs or if they buy a two tier display unit. *Unichem: Tel: 01-391 2323.*

Travel clock from Polaroid

As part of their series of Spring and Summer promotions Polaroid are giving away a free travel clock with every special pack of ISO 100 24 or 36 exposure colour print film. The offer is on single packs of film; there are no vouchers to fill out — the retailer just passes the clock across the counter with each special film purchased.

Apart from the ISO colour print film that is part of the offer, Polaroid's new high definition range also includes 35mm ISO 200 colour print film in 24 and 36 exposure cassettes; ISO 100 chrome film for colour slides in 36 exposure cassettes; and 24 exposure 110 and 126 cartridges. *Polaroid UK Ltd. Tel: 0727 59191.*

3M Health Care say that special introductory packs of Micropore Dress-it plasters (C&D, February 24, p268) contain 18 standard plaster packs. The hotline number for Dress-it orders is: 0509 613161.



Double supplement offer from Healthilife

Two nutritional supplements from Healthilife — pure fish oil complex capsules and super strength mega garlic oil capsules — are being offered as a combination double pack at £3.98, saving £1.

A national media campaign based on the catchphrase: "Nutrients for a healthy heart", will include advertisements in *Here's Health*, *Health Today*, *Readers Digest*, *Woman*, *Womans Own*, *Womans Realm* and *Womans Weekly*.

Point-of-sale material has been produced to support the campaign

featuring a bright red heart, and an electronically controlled beating heart assembly is available to enliven product displays. *Healthilife. Tel: 0274 595021.*

Rybar Laboratories say that from March 26, CAM bronchodilator mixture will no longer contain sucrose, which has been replaced by sorbitol, colouring agents and butethamate. The pale green mixture will become colourless. *Distributors, Farillon Ltd. Tel: 04023 71136.*

ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees
Benlyn: STV		
Bisodol Extra: TV-am		
Day & Night: All areas		
Dimension: All areas except TV-am		
Endekay dental health gum: GTV, U, STV, BTV, Y, C, A, HTV, TT & C4		
Harmony hairspray: LWT, A, TTV, TVA & TV-am		
Lemsip, Lemsip Linctus & Lemsip Expectorant: All areas except TVS, LWT & TTV		
Libra Bodyform: All areas except CTV & C4		
Nice 'N Easy: All areas		
Nicobrevin: All areas except CTV, LWT, C4 & TV-am		
Nurofen: STV & TSW		
Rennie: All areas except U, Y, CTV, TVS, LWT, TTV, C4 & TV-am		
Sanatogen single vitamins: All areas		
Sanatogen multi-vitamins range: TV-am		
Sensodyne toothpaste: G, Y, A		
Seven Seas Cod Liver Oil: All areas		
Seven Seas Supplements: All areas		
Silvikrin: All areas		
Sinutab: GTV, STV, A		
Throaties/Throaties Extra: TV-am		

EGL take on sport supplement

Zenton Pro-Performer, a supplement promoted "for professional people and serious athletes", is now being marketed by EGL Foodbrokers. The company says it sees the product's appeal spreading into the whole of the UK health food sector.

The supplement contains royal jelly 300mg, ginseng 300mg and shisandra 100mg in a honey solution and comes in a 10ml blister-packed phial (£1.29). Outers of ten (£8.97 trade) come with a free merchandising tray. There are also packs containing ten phials (£9.99). The dose is one daily.

A new addition to the range are tablets containing royal jelly and ginseng. Each pack contains 30 tablets (£3.99) and the recommended dosage is one daily, the company says.

The range will be on show for the first time on the Illingworths stand at Helfex exhibition, where 100 free trays will be given away. *EGL Foodbrokers. Tel: 06286 67331.*

Rimmel hit the Desert Trail

Rimmel's Spring colours, introduced this month, have been inspired by the desert. The result is rich copper tones, traces of gold, bright greens and burnished browns, designed to "harmonise perfectly like the elements of the desert," says the company.

Desert Trail has been divided into two colourways — oasis and sahara — with the soft options quartet uniting both categories. This quartet of lightly pearlised eye shadows is desert options (£1.95).

Both oasis and sahara comprise the following products, in different shades with different names: an eye shadow duo, pearl eyes (£1.59); eye liner pencil (£0.99); fibre-free endless lash mascara (£1.59); a translucent blush (£1.19); and a moisture plus lipstick (£1.75) with matching colour plus nail polish (£1.49).

Desert Trail has not been tested on animals and does not contain any animal derivatives, say *Rimmel International Ltd. Tel: 01-637 1621.*

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Schwarzkopf has seen the way to the future of hair care.

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Schwarzkopf

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We're so confident that this is the hair care range for the 90's, we are investing £3.5 million in a national TV & magazine advertising campaign.

It's easy to see the future through Neutral Line.

A NEW FORCE IN THE CHEMIST SECTOR

March 1990 heralds the start of a new relationship for Tambrands Ltd. and Duracell. The Tambrands salesforce will be taking over the selling of Duracell batteries in the chemist trade.

This arrangement will bring together the UK's leading battery brand with the leading sanitary protection brand and the experience of the Tambrands salesforce will substantially improve Duracell's service level to the UK chemist trade.

The Tambrands salesforce already calls on some 6000 chemists throughout the UK and from early March, they will be presenting to you their plans on how you can improve your battery sales. The representatives will be offering special deals to stock and feature Duracell along with a range of special merchandising units to suit your requirements.

Why Stock Batteries?

Each month, some 35 million batteries are sold in the UK, representing a market which is worth in excess of £270 million (this is as large as the shampoo and analgesics markets combined!). There is an opportunity to maximise impulse sales if they are displayed correctly. Chemists stocking small battery-operated appli-

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tampons
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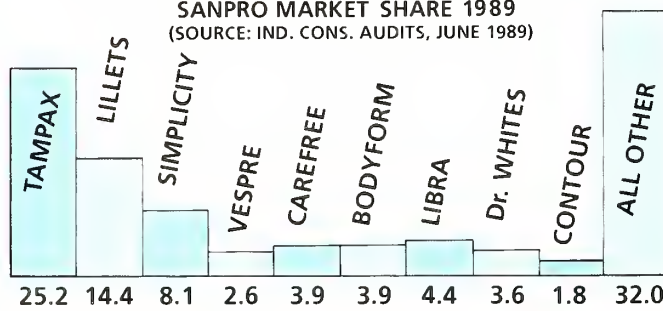


WITHIN THE HEALTH AND BEAUTY AIDS SECTOR, TAMPAX IS THE LARGEST BRAND

(SOURCE: INDEPENDENT CONSUMER AUDITS, JUNE 1989)

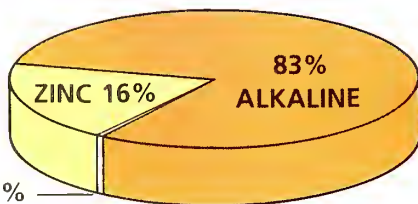
WITHIN THE TOTAL SANPRO MARKET TAMPAX IS THE OUTSTANDING LEADER WITH A 25% SHARE

SANPRO MARKET SHARE 1989
(SOURCE: IND. CONS. AUDITS, JUNE 1989)



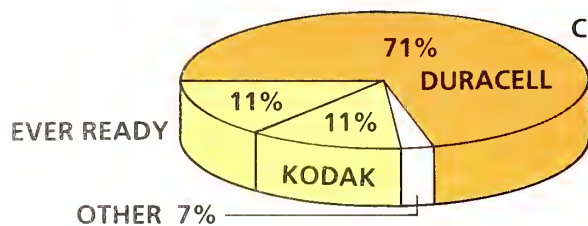
ances such as shavers, cameras, personal stereos and clocks will also benefit from appliance

related battery sales.



**CHEMIST SECTOR SHARES
% VALUE TOTAL MARKET**

(SOURCE: NIELSEN)



**CHEMIST SECTOR SHARE OF BRANDS
% VALUE ALKALINE**

(SOURCE: NIELSEN)

Why Stock Duracell?

Duracell is the clear brand leader in the UK chemist sector. The battery market in UK chemists is worth circa £7 million at Rsp*. Three in every four batteries sold in chemists are long life, Duracell has a 71% share of this sector. Duracell offers the widest combination of sizes and packs – with MN1500 being the fastest selling product. A variety of Duracell units will be available to ensure effective display in chemists of all sizes.

Consumers trust Duracell for its performance, reliability and value for money.

Support for Duracell during the coming year will be heavyweight with particular emphasis on the peak selling periods in the summer and pre-Christmas. There is a great deal of promotional activity planned for 1990 in the chemist sector, designed to stimulate offtake.

Are you stocking Duracell batteries?

To arrange for a Tambrands representative to call Telephone: 0705 474141, extensions 133/134/135 today. Let the brand leader start working for you.

*All data for 1989 ex. Nielsen.



Setting up shop

In the first of a new series on setting up a retail pharmacy, Eric Jensen, B.Com, MRPharmS, looks at some of the basic research that needs to be done before buying a business.

To reduce the inevitable risk in buying or starting a community pharmacy, several types of research are advisable.

Personal profile

First it is essential for any prospective owner to take careful stock of his or her personal assets and liabilities. Both the material and the non-material should be included.

For success in general practice pharmacy you must like people and enjoy dealing with them. You have to be sympathetic and empathetic. You need great patience. And you must also be an entrepreneur, prepared to take commercial risks. Many highly effective *managers* are not suited, temperamentally, to run their own show.

In addition to realistically assessing your personality, plus and minus points, you should just as diligently examine your tangible assets and liabilities. What capital of your own can you raise? Have you a house which is unmortgaged or where there is security for a loan? Have you insurance policies which could serve as security? Have you relatives or friends who would give or lend you money? Have you someone who would guarantee a loan? Would some friend or member of the family take shares in your business?

Against any material assets you should place any liabilities. Do you owe money, have you other financial obligations? Have you responsibilities such as payment for children's education?

Your personal research should be as detailed as you can make it. When you are armed with this data you can make wise decisions as to the type of pharmacy you want. You might even conclude that ownership is not for you! Remember to take into your reckoning the views of others involved in your plans, of husband or wife or family. No man or woman is "an island".

Market research

The next step is to gather all the information you can about general conditions and trends in pharmacy in the UK. Or, if your personal research has prompted you to think of a business overseas, make sure you do the relevant investigations through the Royal Pharmaceutical Society and other sources.

A close study of the wealth of facts in the Annual Register of Pharmaceutical Chemists will help you gain a picture of the distribution of pharmacies. Use this in conjunction with population statistics in "Britain — an official handbook", published by Her Majesty's Stationery Office. You can then form a pattern of where there appears to be a shortage of pharmacies, where there is a glut, where multiples are most strongly or weakly represented.

If you are to judged shrewdly the price asked for a pharmacy you think would suit you, you need an overall look at prices. The scene



"...any prospective owner must take careful stock of his personal assets and liabilities... For success you must enjoy dealing with people, and be prepared to take risks..."

is not static, so it is vital to keep up to date. And never forget that there is no "formula" for goodwill values: the market at the time decides.

Here is a valuable piece of research which can help you take a quick and informed decision about a pharmacy you have under consideration. Begin as soon as you have concluded that you wish to become an entrepreneur. Study the advertisements in the pharmaceutical Press and compare the total price asked for each pharmacy in relation to turnover. Over a large sample the wide exceptions tend to iron out and you can form a broad picture. In such a check I undertook a couple of years ago in the South the average percentage of price to turnover was 55 per cent. The range was from 34 per cent to 80 per cent. The larger the turnover the higher, in general, the percentage.

A method I would prefer is to compare pure profit with total price asked, thus giving us the return on capital. Pure profit is the profit *after* the owner has paid him or herself a current management salary for services to the pharmacy. To work out the pure profit you need the more detailed information you can glean from the particulars provided by specialist agents handling pharmacy sales. Yet another useful comparison to make is between goodwill asked and pure profit.

Provided you cast your net wide and study a large number of pharmacies you will build up a most valuable bank of information. If you have firmly fixed your sights on one location, a town or county, you can concentrate your research there. But in my experience many pharmacists finally buy businesses widely different from their original specification. So it pays to keep your research broad.

General knowledge on prices is invaluable. But in the end you will be concerned with, in most cases, one particular pharmacy. I repeat that you cannot apply a "formula" for the goodwill. Other factors than the hard figures influence price, as we shall see when we put under the microscope one unique pharmacy.

Other factors

Retail pharmacy cannot be immune to general economic and other conditions. In choosing what type of pharmacy, and where, you need therefore to consider employment levels in different parts of the country, and likely trends. You should also take into reckoning the changing make-up of population by age, etc.

When making your decisions you should try to foresee the effects of such projects as the Channel tunnel, of new motorways, of all manner of planning, local and national. The fortunes of a pharmacy can be ruined or enhanced by one-way systems, pedestrianisation, new parking regulations, and so forth.

Broad tendencies in shopping habits affect pharmacy along with all retailers. More and more pharmacies are sited in supermarkets as part of the "one-stop" shopping phenomenon; the effect on privately-owned pharmacies in the locality can be great. When considering a site or an established business you must study more than the competition from other *pharmacies*.

Social conditions overall and especially those relating to health matters must influence your choice of a pharmacy. Your personal views on alternative medicine, on blood-pressure checks, on the various new developments in pharmacy, will influence your choice of a business. Always ask whether there will be scope for your individual aims and strengths. Is there the physical space available?

Research of the type outlined should equip you with a picture of the pharmacy you desire; you can then take quick and informed career decisions. The broad research can next be focussed on one particular existing or new business.

For reference:

"Register of Pharmaceutical Chemists" (Published by Pharmaceutical Press)
 "Family Expenditure Survey" (HMSO)
 "Pharmacy Law and Ethics" (Pharmaceutical Press)
 "Britain, an official handbook" (HMSO)
 "The Retail Pocket Book" (Nielsen Marketing Research)

The Rural Pharmacist

"Buying a Shop" (E.A. Jensen)
Chemist and Druggist Reference Book (Benn Publications)
PSNC News
 "Pharmacy: freedom or slavery?" (E.A. Jensen)

PHARMACY update

Lipid testing for all

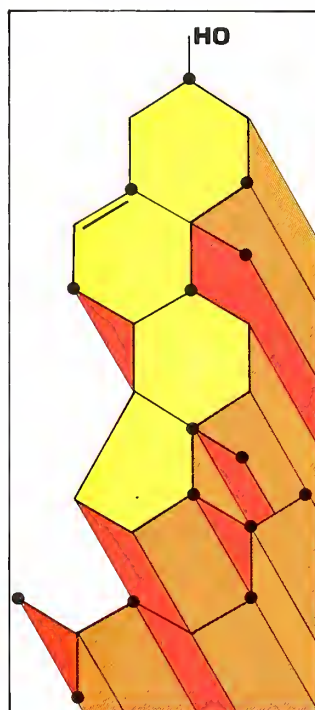
Cholesterol testing, becoming firmly established as part of the extended role, is proving popular with the public and professionally rewarding for pharmacists. Dr Paul Grassby of the Welsh Committee for Postgraduate Pharmacy Education, looks at how to go about setting up a cholesterol testing service

The feasibility of a cholesterol testing service in community pharmacies has now been clearly demonstrated. In the Pharmaceutical Services Negotiating Committee pilot study using the Reflotron, 2,171 tests were carried out over 12 weeks in seven pharmacies. In addition, the National Pharmaceutical Association studied the applicability of the Minilab in about a dozen locations. Once again the response from pharmacists and public alike was enthusiastic, with up to 30 tests carried out per week in each pharmacy.

Interest among pharmacists in offering a cholesterol testing service appears to be increasing. Many machines have been sold to pharmacists recently and many hundreds have expressed a positive interest. This article aims to give practical guidelines to those considering setting up a cholesterol testing service.

Instrumentation

Community pharmacists, can buy one of three machines: Boehringer, Mannheim's Reflotron, Ames' Minilab, and QuikRead from Photodiagnostics Inc, New Jersey USA, the newest of the three (see **Counterpoints** last week) which is being distributed in the UK by Anglo European Health, Manchester. All three employ the same analytical reaction involving the quantitative analysis of free cholesterol and cholesterol esters which are released from lipoproteins by the action of surfactants (see below).



The Reflotron is a reflectance photometer using a dry reagent system impregnated on a reagent carrier stick. To initiate the reaction an accurately measured sample of whole blood is applied using a 32µl autopipette. The erythrocytes are retained by the top layer of the pad and plasma diffuses into the reaction area beneath. The strip is placed into the machine within 15 seconds. The blood cholesterol concentration is determined from the rate of reaction exhibited by the colour development while the

carrier stick is incubated at 37°C. During the reaction period (about three minutes) the instrument displays the name of the test being performed, and shows a countdown of the time (in seconds) before the result is displayed. No calibration is needed, but special strips are supplied to check the optical system.

The Minilab, a small precalibrated colorimeter, uses conventional wet chemistry. Adding 10µl of plasma to the reagent in a disposable cuvette initiates the reaction. Plasma is obtained by spinning down the blood sample in a centrifuge. The cuvette containing the 10µl plasma sample is incubated for at least five minutes at room temperature to allow complete colour development (end point) before being inserted into the machine and read against a sample blank.

The QuikRead displays similarities with both the Reflotron and the Minilab. A wet chemistry system is employed, but the cholesterol concentration is determined from the rate of colour development. Reagents are supplied in tablet form, and no centrifugation is required due to the use of a polyclonal antibody system which promotes erythrocyte clumping and blood separation in the reaction tube.

Evaluation

Several independent studies have shown that the accuracy and precision of the Reflotron is satisfactory. Although there were reports of a bias with cholesterol

these have now been rectified. No major safety hazards exist, and performance seems reliable when operated by non-laboratory staff. The instrument requires little maintenance (two minutes a day).

Initial evaluations of the Minilab system highlighted problem areas that could potentially lead to inaccurate results in the hands of "unskilled operators" for example incorrect insertion of cuvettes, problems with the Microspin centrifugation system and accurate dispensing of plasma into the reagent cuvette. Although the company had not received reports of any major abuses of the system, a different centrifugation system is being promoted, the machine has recently been upgraded (Minilab II) and the procedures refined to reduce the potential for error. Data soon to be published confirms that this system compares favourably with the Reflotron in terms of accuracy and precision.

The Quik Read has only just become available, so that independent evaluation is still awaited. The main features of the three systems are summarised in table 1.

Practical guidelines for testing

1 Blood collection and disposal For cholesterol determination no pre test fasting by the client is required. Sufficient blood is obtained from a "fingerprick" using a suitable device such as a Autoclix or Autolet II. Precaution must be taken to protect staff against blood contamination. Blood sampling and testing should be carried out in a separate room equipped with a non-porous bench top cleaned regularly with isopropyl alcohol. Latex glove should be worn at all times and

Cholesterol +
cholesterol esters

Total cholesterol
Hydrogen peroxide +
chromagen

Cholesterol ester hydrolase

Cholesterol oxidase

Peroxidase

Total cholesterol

Hydrogen peroxide +
oxidised cholesterol

Colour development

Table 1 Comparison of instruments

	Reflotron	Minilab	Quik Read
Approximate cost of instrument	£4,000	£1,000 complete with centrifuge	£1,000 complete with incubator
Approximate cost per test (including internal quality control)	£1	£0.80	£1.50
Accuracy*	3.5% ¹ <3% ²	<3% ²	No data available
Sample type	Whole blood, plasma or serum	Serum	Whole blood only
Dimensions	300 by 350 by 195mm	180 by 38 by 103mm + centrifuge	100 by 150 by 50mm + incubator
Weight	5,500g	450g + centrifuge	450g + incubator
Power	Mains	6x1.5v batteries	9v mains transformer
Internal QC scheme	✓	✓	✓
Advantages	Quicker, ease of use, no centrifugation required	Low cost, portable	Too early to quantify
Disadvantages	Relatively expensive	Centrifugation required, greater possibility of operator error/contamination	

* Independent assessment

1 Kock TR, Mehta V, Lee H, et al. Clin Chem 1987; 33(12): 2262-7
2 Maguire, TA. Pharmaceutical Journal (accepted for publication)

staff involved in testing should receive hepatitis B vaccinations. Arrangements must be made for the safe disposal of sharps and blood contaminated products. Facilities should be available from a local hospital or local authority. Guidelines are available from the NPA or Department of Health regarding the handling of potentially biohazardous materials.

2 Quality control The need for both internal and external quality control procedures cannot be stressed highly enough.

Internal QC. Standards are supplied for both the Reflotron and the Minilab machines, and it is recommended that a minimum of one test per week should be carried out but ideally when analysing a batch of specimens, starting new reagents, following maintenance procedures and following an unexpected result.

External QC is performed less frequently but is of equal importance. This involves analysis of a sample (unadulterated human serum) supplied by an independent body which will compare your result to the assigned value for the sample, and with results obtained by other participants. Local arrangements may exist with biochemistry laboratories of district hospitals. Alternatively, an external QC scheme for cholesterol is available

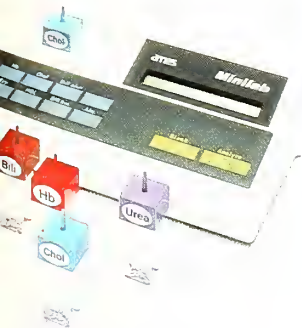


Anglo European Health's QuikRead is the latest entrant in the market for cholesterol testing machines

Table 2 Guidelines for patient counselling *

Blood cholesterol measurement	Advice
Less than 5.2mmol/L	Explain the meaning of the reading, ie, that the value fell within desirable limits. Ask about, and where appropriate, counsel on other risk factors for CHD, for example smoking and exercise
5.2 to 6.5 mmol/L	Advise client that the cholesterol value was a little higher than the desirable range but typical for people in the UK. Advise about appropriate, dietary changes. Counsel, where appropriate, on other lifestyle changes in relation to risk factors. Advise clients to have their blood cholesterol measured in six month's time
6.5 to 7.8 mmol/L	Advise client that the cholesterol measurement is above the normal range and, after questioning about other risk factors for heart disease, refer to GP for further advice
Above 7.8 mmol/L	Advise that their cholesterol level is too high and that further action is needed. Advise client that first degree relatives should also be tested, since the condition could be inherited. Counsel on lifestyle and refer to GP

* Adapted for pharmacy from guidelines of the European Atherosclerosis Society.
King MJ & Blenkinsopp A. Pharmaceutical Journal. December 9th 1989 pp 736-740.



Ames' Minilab

Table 3 Risk factors associated with coronary heart disease

Major risk factors	Other risk factors
<ul style="list-style-type: none"> ● Raised cholesterol ● Smoking ● Hypertension ● Obesity 	<ul style="list-style-type: none"> ● Age ● Male gender ● Family history of CHD ● Stress (Type "A" personality)

from Wolfston Research Institute, Birmingham, at a cost of £30 a year. (One year's membership is included with the purchase of a Reflotron and with QuikRead).



Boehringer's Reflotron

3 Liaison with GPs and lipid clinics No formal guidelines have been established in conjunction with organisations such as the British Medical Association regarding cholesterol testing by community pharmacists. Data obtained from the NPA trial indicates that the reaction of most GPs was either indifferent or good. It is advisable



Table 4 Factors which may elevate cholesterol levels

- Diabetes mellitus
- Excess alcohol
- Hypothyroidism
- Nephrotic syndrome
- Drugs eg
 - Thiazide diuretics
 - Some beta-blockers
 - Anabolic steroids
 - Glucocorticoids
 - Some oral contraceptives

that all local GPs should be contacted so that criteria for referral can be refined where necessary. In addition, liaison with a local lipid clinic is advisable to keep abreast of developments.

4 Training and accreditation Practical training on the use of the machines is provided by the suppliers, which may be

accompanied by training manuals, and more general information on cardiovascular disease, risk factors and dietary advice. Further training is desirable, however, as it is important to understand fully the significance of cholesterol in relation to other risk factors and to develop counselling skills. Additional training is available through locally organised continuing education courses, and through other pharmaceutical organisations. An instructional video is available from the Royal Pharmaceutical Society's recorded lecture service, and distance learning packages will soon be available.

Although not mandatory, accreditation for pharmacists may be obtained from the Family Heart Association, 9 West Way, Botley, Oxford for a fee of £25 on application and completion of a two page questionnaire relating to the service provided. A further £75 is payable after acceptance. Following accreditation, the Family Heart Association will

make available an accreditation certificate, logos for display, a range of literature/books/leaflets, newsletters and advice on diets. An annual visit by a member of the FHA professional staff is also included.

5 Patient counselling

A) Cholesterol. A single cholesterol level cannot be used for diagnostic purposes, and should ideally be repeated twice at weekly intervals to give a more accurate idea of a patient's blood cholesterol level. However the value of a single test is important in:

- 1 Identifying those individuals (one in 500) with familial hyperlipidemia who will require referral for lipid evaluation and treatment, and
- 2 Motivating an individual to adopt a healthier diet lifestyle and provide a focus for the pharmacist to develop a health promotion role.

On completion of the test, patients should be given written results. Guidelines for the management of

hyperlipidemia have been published by the European Atherosclerosis Society. These have been adapted for pharmacy use for the PSNC pilot study (table 2). The PSNC trial showed that 61 per cent of those tested had elevated cholesterol levels (over 5.2mmol/L). Of these, the majority showed borderline hypercholesterolaemia. Referral is not generally indicated in these patients, and diet alone is usually all that is necessary to lower lipid levels (see p368).

B Other factors Secondary causes of a raised cholesterol such as concurrent medication are shown in table 3.

C Lifestyle counselling Although cholesterol has been shown to be a principal determinant of coronary heart disease (CHD), the influence of other risk factors (table 4) must be evaluated and understood. Several studies in recent years have demonstrated that the incidence of CHD rises dramatically according to the number of co-existent risk factors and that the relative effect of other risk factors such as smoking and hypertension is dramatically increased in an individual with elevated cholesterol levels. For example normotensive non-smokers with a cholesterol level of >6.5mmol/l show a lower mortality from CHD when compared with hypertensive smokers who have a lower cholesterol level. It is important not to consider cholesterol levels in isolation but to stress the importance of other risk factors and lifestyle in the manifestation of CHD.

Leaflets on diet, other risk factors and lifestyle should be made available for clients, and can be obtained from organisations such as the British Heart Foundation, Family Heart Association, PSNC, and pharmaceutical companies.

6 Advertising and market research All advertising of a cholesterol testing service should conform to Section 7 of the Code of Ethics of the Royal Pharmaceutical Society. Information should be factual, distinct and dignified. Advertising could take the form of a discreet notice in the window, or a single or series of advertisements in local newspapers. It would be prudent to check the wording of advertisements with the Law Department of the RPSGB. Before starting a testing service, pharmacists should conduct market research in their area to assess demand and be aware of the commitment involved in time and investment.

Dr Grassby wishes to acknowledge the contributions of Dr David Temple, director of postgraduate pharmacy studies, School of Pharmacy, University of Wales, Cardiff, and Dr Terry Maguire, Nuffield research fellow, School of Pharmacy, Queen's University, Belfast, in compiling this article.

350 MILES
AWAY,
IT'S NICE
TO KNOW
THAT LITTLE
CLARE SMITH
ISN'T ALONE.



It's so easily done. A family holiday to Penzance, a million things to remember, and in all the excitement one small thing is forgotten. In 9 year old Clare Smith's case, that one small thing turned out to be her insulin.

Unfortunately for Clare, it was an insulin not normally used in the Cornwall area, and to complicate matters further, it was August Bank Holiday.

Beside herself with worry, Clare's mother contacted all the duty pharmacies in the area without success.

That's when Rajesh Patel, pharmacist at the Vantage Chemist, stepped in. Aware of the possible implications, he immediately telephoned the manager of the Paignton branch of AAH Pharmaceuticals at home and explained Clare's plight.

The response was immediate—a special delivery was arranged by van, necessitating a round trip of some 180 miles. Rajesh Patel described it as an overwhelming level of service and one given without hesitation.

An exceptional case? Maybe, but not an exceptional service for any branch of AAH Pharmaceuticals. We know we hold your reputation in our hands and that's a responsibility we take seriously. All day, every day, our people go out of their way to provide you with support and back-up that's second to none.

Call your local AAH Manager today and we'll prove it.

This advertisement is based on real people and events. For the sake of confidentiality, names and locations have been changed.



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Lowering blood cholesterol

With the growing interest in cholesterol testing, pharmacists may be asked for advice on how to reduce blood cholesterol through diet. The following tips for patients have been compiled with the help of the Family Heart Association*

☐ It is important to eat less fat, especially saturated fats, using polyunsaturated and mono-unsaturated fats in preference.

☐ Saturated fats are found mostly in animal and dairy products such as meat, butter and cheese, although there are some vegetable sources such as palm oil and coconut oil. They are usually solid at room temperature.

☐ While it is important not to take excessive amounts of cholesterol-rich foods, eating too much saturated fat will cause more harm than a small intake of cholesterol-rich foods, so the aim should be a low fat rather than low cholesterol diet. Egg yolks, offal, shellfish and fish roes are high cholesterol but these foods are not usually eaten in large amounts every day. It is recommended that eggs should be limited to three or four a week and fat avoided in their cooking.

☐ Be sparing with all cooking and spreading fats, choosing low fat alternatives where possible.

☐ Grill, steam, poach, bake, braise or casserole food instead of frying or roasting. If you must fry, use a non-stick pan with small amounts of polyunsaturates such as safflower, sunflower, corn or soya oils or margarine in preference to butter, suet, lard or dripping. Not all margarines are polyunsaturated, as some manufacturing processes change oils and fats so they become saturated. Choose those labelled "high in polyunsaturates" and avoid blended or hydrogenated fats and oils. Mono-unsaturated fats such as olive oil have a beneficial effect and may be included in moderation in a low fat diet.

☐ Always choose lean cuts of meat and trim off the fat or skin before cooking. Chicken and turkey (with the skin removed) contain less fat than red meats.

☐ Skim off excess fats from casseroles and soups or, if possible, prepare these dishes in advance and remove the solid fat when cold. When making gravy, allow the fat to settle then pour it away.

☐ Eat plenty of fish, particularly oily fish such as mackerel, salmon, trout and herrings. Although high fats, these are polyunsaturated omega-3-fatty acids which have proved beneficial in cardiovascular disease.



☐ Use skimmed or semi-skimmed milk instead of full-cream milk.

☐ Replace ordinary hard cheeses with reduced fat alternatives or low fat varieties such as cottage cheese or quark.

☐ Try low fat yogurt, *fromage frais* and skimmed milk cheese in place of cream, mayonnaise and salad dressings.

☐ Check the fat content of convenience foods before you buy.

☐ Remember there are "hidden" fats in many foods. Items particularly high in saturated fats include sausages,

patés, pastry, biscuits, cakes, chocolate, fudge, toffees, mincemeat and croissants.

☐ Fats should be reduced to between 30-35 per cent of total calorie intake. It is difficult to recommend a standard total intake in grams as this depends on how active the individual is and his or her basal metabolic rate. As an example, an adult consuming 2,100 kilocalories a day should not eat more than about 80-85g fats daily.

☐ Soluble fibre — found in peas, beans, lentils, porridge oats, oatmeal and as pectins in fruit — are especially useful in helping to

lower blood cholesterol. Use wholemeal breads and flour and choose wholegrain or unrefined breakfast cereals; these contain insoluble fibre whose benefits include preventing constipation.

☐ Obesity tends to be associated with high cholesterol levels, so overweight people should be encouraged to cut down their intake of alcohol and sugary foods as well as fats, as these all tend to be high in calories.

☐ Alcohol can also increase triglyceride levels, as can too much refined carbohydrate.

☐ Some health food shops have been recommending high doses of niacin to reduce cholesterol levels but this should be avoided as it can lead to liver damage.

☐ Dietary changes alone can bring reductions in blood cholesterol of between 10-20 per cent over one to six months. Once reduction has been achieved it is important to maintain a low fat, balanced, varied diet including lots of fresh fruit and vegetables — and to maintain an ideal weight.

* The Family Heart Association is a national charity founded in 1984 by people concerned about inherited high cholesterol, although it aims to help lower the cholesterol levels of the general population. Membership is £10 a year from 9 West Way, Botley, Oxford OX2 0BJ (tel: 0865 798969).

Advice to avoid boiled coffee

People who want to reduce their cholesterol levels should not drink boiled coffee, according to the results of a three-month study. Five cups of boiled coffee per day increased total cholesterol levels in one hundred volunteers by about ten percent — or 0.5 mmol/l — after nine weeks. By contrast, filtered coffee had no effect even though it produced similar serum concentrations of caffeine.

The difference may be due to the extraction of hyperlipidaemic agents by the hotter and longer boiling method, although the temperature during filtering was only 5°C lower. Alternatively, the filter paper may have absorbed the active substance. These findings might also apply to other types of coffee prepared by boiling, including percolated and Turkish coffee.

New England Journal of Medicine 1989; 321:1432-7.

Where's the support?



National ITV. Where else?



He's back. The Bic Razor guru hits the screens on National ITV Network for a big four week campaign, starting April 16th.

Enlightened stockists will be placing extra orders. Because when Bic hits the screens, sales really lift off.

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Potassium iodide, griseofulvin and flucytosine were among the first oral agents used in the treatment of fungal infections. These drugs had a limited spectrum of activity and efficacy, but the arrival of ketoconazole, a member of the imidazole class, brought advances in therapy.

However ketoconazole use has been limited by toxicity. High doses can interfere with testosterone and cortisol synthesis resulting in decreased libido and gynaecomastia. Hepatic toxicity has been a serious problem, occurring in 5-8 per cent of patients, mainly elderly and female, on long term therapy.

Unlike bacteria, fungi are eukaryotic having nuclei, mitochondria and cell membranes containing sterols. Antifungal drugs tend to be more toxic than antibacterials because of the similarity of fungal cells to mammalian cells.

Fungal infections appear to be on the increase, not least because the success of antibacterials often leads to opportunistic infections. Immunocompromised patients eg undergoing chemotherapy or those suffering from AIDS, are particularly susceptible.

The triazole antifungals are a result of target-orientated drug research.

Azole antifungals

Imidazoles	Triazoles
Miconazole	Terconazole
Clotrimazole	Fluconazole
Econazole	Itraconazole
	SCH39304

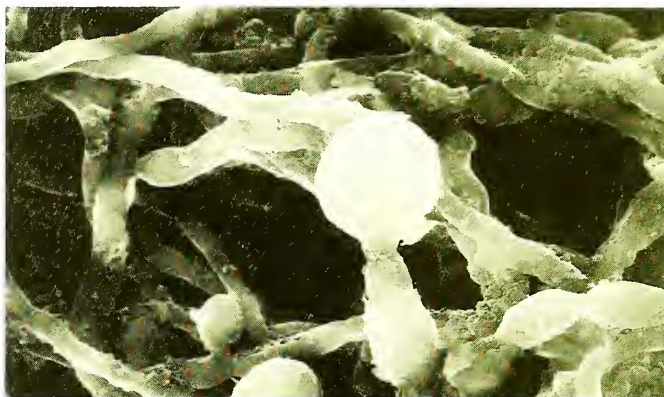
All azole antifungals inhibit cytochrome P450 dependent 14 α -demethylase, an enzyme involved in the synthesis of ergosterol, the main membrane sterol in yeast and fungi. Ergosterol is vital to growth and mitochondrial function and inhibition of this key enzyme leads to accumulation of 14-methylated sterols which induce membrane permeability, and changes in membrane-bound enzymes, leading to inhibition of growth and death.

In man, the hepatic microsomal P450 cytochrome enzyme system is involved in the synthesis and metabolism of fatty acids, sex steroids and other biologically active molecules. Azole antifungals also have a high affinity for hepatic P450 although liver cells are less sensitive to their activity than fungal cells.

It was hoped that designing drugs with greater specificity for fungal P450 enzymes would improve the safety margin of the azoles.

Even at high concentrations, the triazoles appear to be devoid of any effects on P450 isozymes involved in the biosynthesis of androgens, adrenal

'Designer' antifungals



The triazole compounds have brought new hope for sufferers of fungal infections. *C&D* looks at their development and some clinical applications



corticosteroids, testosterone and oestrogens.

These molecules also have an improved pharmacokinetic profile. Triazoles are widely distributed in the body with tissue concentrations much higher than they are in plasma. They have a relatively long elimination half-life (itraconazole, about one day) and active levels persist in infected tissues. Itraconazole activity persists in vaginal epithelium four days after a single dose is given and in the stratum corneum three weeks after treatment has stopped.

Itraconazole is strongly lipophilic giving it high affinity for tissues, but is virtually insoluble in water. To overcome problems of absorption from the gut a unique bead formulation has been developed. It consists of an inactive core, composed of starch and sucrose, coated with a layer of itraconazole dispersed in hydroxypropyl-methyl cellulose, and a polyethylene glycol layer to prevent beads sticking together.

For maximum absorption the drug should be taken immediately

after a meal. If taken on an empty stomach, bioavailability is decreased by almost two-thirds.

In fluconazole, changes such as the substitution pattern of the phenyl group increase polarity and make the molecule more water soluble. Oral doses are absorbed rapidly and almost completely, and food does not significantly affect the extent of absorption. An intravenous presentation is also available.

Adverse effects

The drugs seem to be well tolerated with only minor side effects reported — nausea, abdominal discomfort, headache and fatigue. Hepatotoxic effects have not been noted. However, adverse effects have occurred in foetal animal studies and both are contra-indicated during pregnancy. Sporanox Data Sheet warns that adequate contraception must be used in women of childbearing potential during and one month after treatment.

Vaginitis is said to be on the

increase, not least because of the widespread use of broad spectrum

Major role in thrush?

antibiotics. Up to 75 per cent of women are estimated to have had at least one episode of candidal vaginitis during their reproductive years and specialists fear the number of cases is increasing.

The new oral antifungals should bring relief to sufferers of recurrent vaginal candidiasis, with better efficacy and the potential for higher compliance when compared with topical treatments. Systemic antifungal therapy reaches *Candida* located in the deep layers of the vaginal mucosa as well as the vaginal lumen.

Women taking a single dose of fluconazole for vaginal candidiasis are less likely to relapse than those on intravaginal therapy, concluded a study in the *British Journal of Obstetrics and Gynaecology*. Of 369 women investigated, 141 in the fluconazole group (93 per cent) had favourable clinical responses up to two months after treatment compared with 113 (84 per cent) of women who had received clotrimazole 200mg daily intravaginally. Both treatments had high success rates.

"The advent of effective, single dose oral therapy represents a most significant advance in the treatment of patients with vaginal candidiasis," says Dr George Kinghorn, consultant in genito-urinary medicine at the Royal Hallamshire Hospital Sheffield.

Most repeat infections occurring within three months of an initial episode are caused by *Candida* strains identical to those in the original infection suggesting that either there is a persistent vaginal focus of infection, or that reinfection may occur from an extra-vaginal source such as the GI tract, says Dr Kinghorn.

Dr Tovey, consultant in genito-urinary medicine at Guy's Hospital, London, agrees that there does seem to be a better result with fluconazole where recurrent courses of clotrimazole may have been tried in the past.

Experience so far does suggest that the new antifungals have their place in the treatment of recurrent candidiasis. However the belief held by many doctors, that where there is a choice, topical treatment rather than oral should be used, may mean that they may not instantly become first line agents. But surveys have shown that women prefer to take oral rather than topical therapy for thrush. Some predict that eventually candidiasis, like bacterial infections, will be treated with short courses of oral antifungals.

Packaging problem

I thought Allen & Hanburys had thought of the pharmacist at last when I looked at the latest box for Becotide Rotacaps. Blister-packed Rotacaps to save me from repacking into child-proof containers? No, just the same old plastic with a leaflet inside. This leaflet, a great help no doubt, actually states: "Keep your medicine in a safe place where children cannot reach it. Your medicine may harm them." Let's have a campaign: ASSIST the pharmacist please!

Either way, with or without liability for child-proof containers, the rainforest goes, and the waste mountain gets bigger!

P.J. Rose
N. Tawton, Devon

Franchising: the choice?

Allow me to correct the misunderstanding displayed by Unichem's expert on franchising, Mr Harris, in his letter last week.

First, an AAH franchise holder is not an employed manager, but a self-employed, contract-holding pharmacist, supported by a proven marketing formula designed to increase the profitability of the business. Second, he claims that the AAH franchised pharmacies "will be lost forever...". Who to? Yes, lost to Unichem, hence Mr Harris's chagrin, but not to other independent pharmacists. Under AAH's programme, the franchisee's only financial commitment on taking control of a fully refitted, established pharmacy is to purchase the stock. Now, after ten years, instead of having to find 50 per cent of the then market value, the pharmacist is at liberty to sell the franchise to another independent pharmacist, and take the capital profit. If this isn't the cheapest way of acquiring a successful pharmacy, I'd like to hear what is!

Mr Harris holds out the promise of a Unichem franchising scheme which, he claims, will be "better for independent pharmacy" but, as recently as February 17, he was admitting in a C&D interview that "the scheme has yet to be worked out in detail". The reality is that, three years after AAH launched its scheme, Unichem is not even at the starting line with a credible alternative.

Whereas I can understand Mr Harris's motivation in attempting to knock AAH's imaginative project, especially following the recent sales by several Unichem members of their pharmacies to AAH, I suggest his members would be more interested in his answers to pertinent questions concerning Unichem's planned flotation, for example, the value of the shares on flotation, a subject on which he has, reportedly, been less than forthcoming at recent roadshow meetings. He may also have forgotten that, way back in March 1988, the members shares were said to be worth £36 ("Defending the Future" — p8). I wonder how well Unichem will have "looked after" those independent pharmacists who were members at that time and whose reasonable rights to be the sole beneficiaries of the flotation, were ignored.

I agree with Mr Harris on one point, however; if members are prepared to pull out even before flotation, the sooner Unichem floats, the better!

A.W. Revell
Executive director, AAH Holdings

Nicotine plea

Some years back I managed to stop smoking (chain-smoking — 60 plus per day!) with the aid of "MD-4 filters". These were a set of four cigarette holders with graduated filters which removed up to about 75 per cent of nicotine.

Unfortunately the manufacturers stopped making them. I am very anxious to obtain a set to help someone else. Would any pharmacist perhaps still have one? I will pay for the set plus P&P and would be most grateful.

Miss M. Salmon
7 St Nicholas Close, Austrey,
Atherstone, Warwicks CV9 3EQ
(tel: 0827 830038)

Pay insult

Once again I cannot control my anger at the insulting offer the Department of Health has given to us. Part of the blame lies with our negotiators.

"Merely professional drivers", as Mr Clarke refers to ambulance personnel, have managed at least an 8.3 per cent rise in real money.

During 1986, the British Pharmacists Association predicted the current outcome. We also said at that time that this Government wants to look after those big businesses who may be more aligned to its way of

thinking. As your recent editorial suggested, closures are inevitable. Could you have a guess on the number?

J. Patel
BPA

Worthy of his labour?

The new NHS prescription charge of £3.05 is bound to lead to even more instances of the question "can I buy it cheaper?". It is important to resist the cynical assumption that a pharmacist's time is of no value.

So, while I am quite happy to sell Oraldene at £1.89 and Otrivine drops at £1.19 and to supply pre-packed 100s of paracetamol at £0.99 or co-codamol at £2.60, any item requiring counting and labelling will be treated as a private prescription. The pricing of the latter will be at the rate of 50 per cent on-cost for items costing £4 or more, rounded up or down to nearest £0.50 — a professional man does not calculate his fees in coppers — but anything costing less than £4 will be charged a minimum of £5. Our medical colleagues charge this just for writing a prescription, so nobody can accuse us of overcharging.

I trust that these comments will help my fellow pharmacists to combat the gross under-charging of their services unfortunately so prevalent in the past.

S.G. Bubbs
Poole

Golf party

The Edinburgh Chemists Golf Club is preparing for its centenary in 1997. It is hoped that as many pharmacy golf clubs as possible will be invited to join our celebrations, and we would like to hear from all the pharmacy golf clubs in the world so as to form a complete register.

Could all secretaries please send me the following information: full name of club; name and address of secretary or captain; date club founded.

Please help us to organise a marvellous centenary and reply as soon as possible to The Centenary Secretary, T. Beattie, 22 Edinburgh Road, Penicuik, Midlothian EH26 8NW. We look forward to seeing you in 1997.

T Beattie
Penicuik

POSTBAG

BUSINESS NEWS

ICI shares buyback bid

The board of ICI is to ask the company's shareholders at the annual meeting on May 1 for authority to buy its own shares in the market. If the motion is accepted the company will be able to buy back up to 10 per cent of its own shares, which under City regulations would then be cancelled.

A spokesman for ICI said that the company does not have any particular plans to buy back its own shares, but would welcome the flexibility to do so.

"The company would only buy the shares if the result would increase earnings per share and would be in the best interest of the business," the spokesman said. He said that in practice he doubted a buyback would reach anything like 10 per cent of the shares.

Despite this, ICI shares rose 22p on the news. Ten per cent of the company's equity would cost around £750m.

Monmouth move

Exclusive rights to Rowachol and Rowatinex capsules and oral solutions have been acquired by Monmouth Pharmaceuticals Ltd, the UK subsidiary of the USA's Roberts Pharmaceutical Corporation.

The products are made by the Republic of Ireland manufacturer Rowa Pharmaceuticals Ltd. Rowachol is for the adjunctive treatment of gallstones, while Rowatinex has been developed to tackle urinary tract stones. Rowa will manufacture all of Roberts' supplies of these products.

Meanwhile 300,000 shares of parent company Roberts Pharmaceutical Corporation have been sold through underwriters. The shares were the overallotment from the company's initial public offering.

Fisons jump 28pc to record £169m

Fisons final results show group pre-tax profits up 28 per cent to a record £169m and profits in the pharmaceutical division up almost 40 per cent, from £91.5m to £127.7m. Total sales for the company have risen from £823.7m in 1988 to £1,019.8m last year — an increase of 23.8 per cent. In the pharmaceutical division the figures show a massive 44 per cent increase in turnover, up from £327.6m in 1988 to £473.0m last year.

The company has announced a total dividend for the year of 6.2p net, a 24 per cent increase on the 1988 dividend.

The lion's share of the credit for Fisons successful year lies with the pharmaceutical division; the scientific instruments division recorded an increase in profits of 16 per cent, and while the horticultural division finished with a 56 per cent improvement in profit it remains a relatively minor part of the business, with sales at £79.1m in 1989.

Respiratory drugs accounted for 36 per cent of the pharmaceutical division's

business and in the USA, Intal showed sales growth of 30 per cent. The drug also continued to grow in other major markets, including Europe, and particularly Germany where the Intal combination Aarane has moved into the top ten therapeutic products.

Tilade continued to grow in the UK and in Germany, and was launched successfully in Italy and France where sales were well ahead of forecasts.

Fisons pharmaceutical division had a good year with its consumer health business too, which showed growth in both the UK and in the USA.

Aside from acquisitions, such as Italchimici in Italy and Gerbiol in France, the division's major investment was the expansion of R&D capabilities, including extensive re-building and expansion at the Loughborough site.

Earnings per share for the whole company rose from 19.5p to 22.3p and the return on capital employed increased to 32.9 per cent.

Hoechst pre-tax 26pc up

Hoechst UK achieved a 26 per cent rise in trading profits in 1989 on a turnover up just 6 per cent. Trading profit rose from £16.6m in 1988 to £20.8m in 1989, while turnover has risen from £40m to £43.6m.

However, pre-tax profits have shown almost no growth, rising from £23.8m in 1988 to £23.9m in 1989; net profits are actually down 6 per cent at £16.7m, though the 1988 figure is not comparable as it contains additionally the proceeds of the company's disposal of Berger.

The chemicals division of the company which includes the sale of chemicals, synthetic fibres,

polymers, plastic film, and the manufacture and sale of pharmaceuticals, dyestuff products, surfactants, plastic products and agricultural products has shown a 6.7 per cent increase in turnover between 1988 and 1989, rising from £329.2m to £351.5m.

Profit before interest and tax is 28 per cent up, at £15m. A spokesman for Hoechst UK said: "The signs of improvement in our ethical pharmaceutical business recorded in 1988 have continued through 1989 and the introduction of new products will be the cornerstone of future development."

Ciba clinch Savlon deal

Ciba-Geigy have finalised the purchase of ICI Pharmaceuticals' over the counter business. The company now has the Savlon and Cepton business in the UK and the Republic of Ireland, together with the Care manufacturing and warehousing site at Alfreton, Derbyshire. This will allow Ciba-Geigy to manufacture the liquid products, while ICI makes the creams for the company under contract, an arrangement expected to last for "the foreseeable future."

ICI Pharmaceuticals emphasise that "none of this will affect our prescription medicines business, which will remain at Macclesfield", where the OTC cream will continue to be produced for Ciba-Geigy.

Ciba-Geigy intends to integrate the acquisition into Ciba Consumer Pharmaceuticals. The agreement follows a decision by ICI Pharmaceuticals to concentrate resources in the UK market on its prescription medicines business. However ICI's OTC businesses in other countries are not involved and will continue to operate.

Shulton sale?

The Cyanamid Company, the diverse American chemical group, have announced they are looking to either sell or operate a joint venture their worldwide consumer products business Shulton.

Shulton chief executive Robert N. Hiatt said: "We will be studying a wide range of options to determine what course of action is best for Shulton and its people. No decision has been made yet."

However, Shulton (GE) managing director Nick Kohn has assured employees and customers that it is "business as usual".

Last year Shulton's worldwide sales were \$600m.

Shopfit trio buy Eustace

A three man management team has bought the shares of shopfitters Eustace International and taken control of the company.

John Newman, David Wellbelove and Peter Clare were previously long-serving directors of shopfittings manufacturers Peter Hightons of Horsham. The change follows the retirement of Alan Eustace from an executive role, though he remains as chairman.

John Newman, David Wellbelove and Peter Clare join the board as marketing, managing and executive directors respectively. Former board members Chris Eustace, Michael Rogers and Norman Stringer retain their seats.

The company, best known for its E plan store fitting equipment, is about to launch a product aimed at the hospital dispensary market, "though it will be of interest to all pharmacists," said Mr Newman.

BFN's 90s fit

A new storefitting system designed to combine modular construction, economical production and aesthetic appearance has been launched by the Showrax division of BFN Storefitters Ltd.

The system took five years to develop and is seen by the company as the system to take it into the 1990s and beyond.

The uprights come in 20 standard height options; a detachable foot is available in two heights and is said to provide a more rigid and solid assembly between upright and shelf. The shelves and backsheets are finished in plasticol — more hardwearing than a conventional paint finish, argues the company.

Counters and display units are manufactured from extruded aluminium frame which can take glass, melamine-fronted chipboard or laminate panels to make up to 30 basic units.

Macarthy chief scorns Lloyds takeover rumour

City speculation that Lloyds Chemists are about to make a hostile bid for Macarthy was met by a dead bat from Alan Lloyd and scepticism from Macarthy chief executive Ian Parsons.

"I'd be the last person to be told if Lloyds were planning a hostile bid," said Mr Parsons, "but it seems the usual thing of rumour feeding on market rumour. We have no reason to believe it. The fact that the Macarthy share price was 1p up the day after the rumour was published in *The Observer* suggests the market is not taking it very seriously," he said. Lloyds declined to comment.

■ Two weeks after fire burned down their warehouse at Atherstone (C&D February 24 p292) Lloyds Chemists have yet to put a value on the damage.

However, chairman and managing director Alan Lloyd said: "It is too early to say what the eventual cost of the damage will be but I expect it to run into several millions of pounds."

The company moved quickly to minimise disruption: "The fire took place on a Wednesday and by Saturday we had hired alternative premises," said Mr Lloyd.

Though the postroom was destroyed the company has already substantially sorted out the administrative problems. "Some outgoing correspondence containing cheques was burned, but those expecting money are likely to make themselves known soon enough," he said.

Though the cause of the fire is believed to be a faulty oil space heater this has yet to be confirmed.

Schwarzkopf split in two

The Schwarzkopf group has been restructured, splitting its hairdressing and retail businesses into separate divisions. The move coincides with the departure of sales and marketing director Derek Pace who is leaving to concentrate on other business activities.

Steven Newiss has been appointed sales and marketing director, retail; formerly he was general manager, retail. An appointment to sales and marketing director, hairdressing has yet to be made.

"The new functions are a result of a new business strategy involving a revision of structures both of the parent company and its subsidiaries. This strategy has been designed to form the basis of growth for the company in Europe during the 1990s," said a

COMING EVENTS

Boots chief to open Shopex

Shopex International will be officially opened by Sir James Blyth, Boots chief executive on May 14.

The 32nd Shopex runs at the National Hall, Olympia, May 13-17. Entry is by free ticket, which also gives admission to Interior Design International 1990, at Earls Court. Tickets from AGB Exhibitions Ltd, on 01-429 1777.

Monday, March 12

Ayrshire Branch, RPSGB. Piersland House Hotel, Troon, 8pm. "The medicine man of West Africa", by Dr D. Bailey.
Southampton Branch, RPSGB. Treetops Restaurant, Marwell Zoological Park, 7.30pm. "Beyond

captive breeding", by Mr J.M. Knowles, director of Marwell.

PSNI Continuing Education lecture. The Everglades Hotel, Londonderry, 7.30pm.

"Counterprescribing for pregnant women and nursing mothers", by Dr Claire Passmore, research pharmacist, Belfast.

Tuesday, March 13

East Metropolitan Branch, RPSGB. Fulwell Cross Library, Barking, 7pm. "Drugs in the perinatal period", by Dr P.J. Nicholls, Welsh School of Pharmacy, Cardiff.

Lanarkshire Branch, RPSGB. Old Mill Hotel, Motherwell, 8pm. Joint meeting with the BDA. "Science in court", by Professor F. Fish, OBE.

Leicestershire Branch, RPSGB. Meeting sponsored by Roussel. Postgraduate centre, Leicester Royal Infirmary, 7.30pm. "My first ten months on Council" by Mike Burden.

Manchester Branch, NPA. Member's Suite, Lancashire CCC, Talbot Road, Old Trafford, 7.30pm. "Pharmacy into the 90s", by Mr T. Astill, director, NPA. Buffet sponsored by Vestric.

PSNI Continuing Education lecture. The Adair Arms Hotel, Ballymena, 7.30pm. "Update on drug

interactions" (Part 2), by Dr James McElroy, lecturer, Belfast.

Wednesday, March 14

Cardiff Branch, RPSGB. Whitchurch postgraduate centre, Velindre Hospital, 7.30pm. Joint meeting with the BMA. "Therapeutics committee".

Isle of Wight Branch, RPSGB. Postgraduate centre, St Mary's Hospital, Newport, Isle of Wight, 8pm. "The College of Pharmacy Practice", a talk with video.

Thursday, March 15

Barnet Branch, RPSGB. Edgware General postgraduate centre, 7.30pm. Joint meeting with Middlesex and North Metropolitan Branches, RPSGB. "Current pharmaceutical topics", by Alan Smith, former chief executive of the PSNC.

Eastbourne Branch, RPSGB. Postgraduate centre, Eastbourne District General Hospital, 8pm. "Asthma", by Dr D. Model — consultant physician.

Edinburgh Branch, RPSGB. City Hotel, Dunfermline, 8pm. Meeting with Fife Branch. "Review of White Paper on the NHS", Dr F.M. Elliot, general practitioner.

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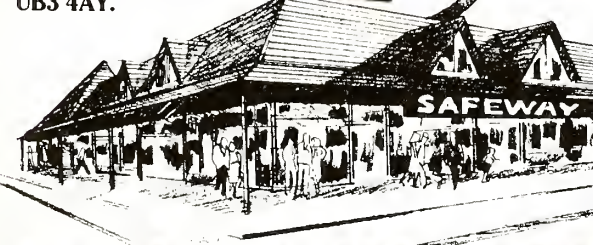
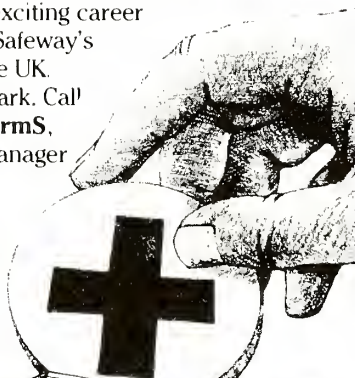
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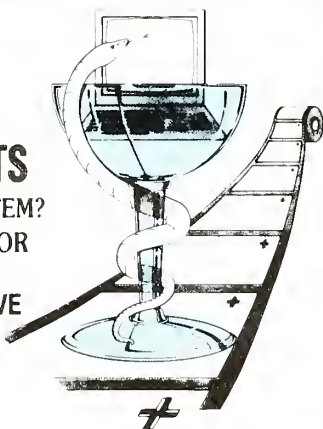
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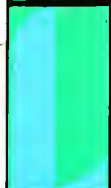
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ABOUT PEOPLE

£1,000 for Edinburgh's James Allan, winner of Richardson PMR competition

The John Richardson competition offering £2,000 in prize money for the best papers on patient medication record systems has been won by James G. Allan, a community pharmacist from Edinburgh.

Mr Allan was presented with a cheque for £1,000, and the four runners-up, who each received £250, were Mr A. Platten, from Horsforth, West Yorkshire, Janet McMillan, from Amptill, Bedford, Noel Baumber (far left), from Grantham, and Mr D.V. Oxley, from Skellow, Doncaster.

The competition, launched in *Chemist & Druggist* (Business News, July 15, p90), was open to practising community pharmacists. They were invited to set out in 1,500 to 2,000 words, their views of the "major impact" PMRs will make on community pharmacy practice.

Mr Allan's paper, entitled "How I see a computerised PMR system benefitting my pharmacy

and the profession" is to be published in *Chemist & Druggist* shortly.



James Allan (3rd left) gets his £1,000 cheque from John Richardson (3rd right), watched by two runners-up Mr Baumber (far left) and Mr Oxley (2nd left) and Mrs Richardson and co-ordinating judge Dr Barry Strickland-Hodge (far right)

In her new part-time role she will be particularly responsible for keeping the dispensing technicians course up to date. To ensure that it is "user-friendly" she is undergoing a distance learning course herself, to learn about distance learning and to see things from the other side of the fence!

Her experience is wide ranging — pre-registration work with Boots, running her own pharmacy for five years, working to complete a PhD in nutrition and a continuing involvement as part-time editor of British National Formulary — ensuring her valuable pharmaceutical input in the NPA training department.

With her keen interest in nutritional issues and preventative health care, she believes that if pharmacists are to take on a higher profile and health care advisory role, it is vital they have the back-up of a well-trained staff team. As Pam says: "I have always been a strong advocate for good training and so I feel this job has been tailor-made for me".

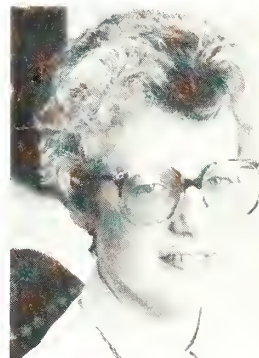


Pharmacist Charlotte Coker (left), chairperson of the African and Caribbean Pharmacy Association, presents a cheque for £200 to Jacquie Johnson, chairperson of the Sickle Cell Anaemia Research Foundation's support group at their headquarters in London. The money was raised from a raffle and auction at the ACPA's first Christmas dinner and dance last December. Charlotte is a journalist with C&D

APPOINTMENTS

NPA's new trainer

Pharmacist Dr Pam Mason has joined the training department at the NPA, to provide specialist pharmaceutical input into the preparation of written training materials.



Dr Pam Watson

Revlon International have appointed Joseph Porcelli president of Revlon UK and export. He joins the UK subsidiary after fifteen years with the company, most recently as a managing director in Mexico and then vice-president of the international export division.

Neutrogena Corporation, the skin and hair care company, have appointed Fran Minogue managing director of Neutrogena (UK) Ltd.

Winthrop Pharmaceuticals have appointed Margaret Harvey as product group manager. She will have responsibility for such brands as Panadol, Solpadeine and Panadeine.

The Young Pharmacists' Group has co-opted the following to their executive committee: David Tait (vice-chairman), Andrew Watson (social secretary), Miriam Lister (Midlands regional officer), and Paul Dillon (Scottish regional officer).

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NUMARK ULTRA DRI high performance nappies are unique. They are the only "own brand" nappies on the market which have both a wetness indicator and the cushioned waist band that mothers and babies prefer.

And, like our highly economical NUMARK SUPER ABSORBENT nappies, they use environmentally friendly pulp and are equally suitable for girls and boys.

These benefits are very important to your customers, but where baby products are concerned, there is no substitute for the personal recommendation you can provide. With that in mind, we only put our name on products with all the right qualities.



SO YOU CAN RECOMMEND WITH CONFIDENCE

Cot deaths: causes still a mystery

Every day, between four to five babies in the UK die for no obvious reason. *C&D* looks at the latest research into cot deaths.

Sudden infant death syndrome — popularly known as "cot death" — is the most common kind of death in infants aged between one week and two years, yet no-one knows the cause.

Research suggests that there is seldom a single reason, but death may be due to a combination of several factors. In some babies there may be evidence of minor infection, metabolic disturbances or organ damage which may have contributed to but does not wholly explain the tragedy. In others, nothing is found. Until the exact causes are known there is little that can be done in the way of prevention.

Several researchers have studied possible breathing defects. Dr David Southall and his colleagues at Brompton Hospital, London, recorded 24-hour breathing movements and ECGs in about 10,000 apparently healthy babies from three maternity hospitals. Recordings from the 29 babies who later died from unexplained causes were compared with a matched group who survived. The researchers found no significant differences in the babies who died which could be used as a marker to pinpoint those babies most at risk.

Breathing monitors

There have been hopes that breathing monitors, which sound an alarm if a baby stops breathing, could potentially save lives. But these devices have their drawbacks. Because they are so sensitive they can be triggered by the baby's movements; these false alarms make parents anxious and disturb their sleep. Another disadvantage is that breathing monitors do not detect the first sign of airway obstruction or breathing difficulties which can lead to a low oxygen content in the blood. It may then be too late to resuscitate a dying baby.

Another study has shown significantly more obstructive apnoeas in "cot deaths". The baby struggles to breathe and breathing movements continue but gaseous exchange is ineffective because the upper airway is blocked for some reason, possibly swollen as a result of infection.

Studies on breathing patterns have shown that the newborn breathe two or three times then pause for a few seconds. This pattern usually ceases at the age of about three months and there has been speculation that in some babies it persists, leading to longer periods of apnoea. But, as with many other theories, this has proved to be too unspecific to use as a marker to detect infants at high risk of SIDS.

Sleeping positions have been a subject of controversy. Some studies have suggested that cot death babies are mostly found lying face downwards, while others found more babies lying on their backs. Babies found with



Helping with research. Amy of Boreham Wood has her blood oxygen levels monitored

their faces deep in a pillow may have suffocated, but there is evidence that even the newborn can raise their heads enough to avoid this danger.

The Foundation for the Study of Infant Deaths*, which sponsors research and helps bereaved parents, recommends that babies are put on their side to sleep, with the lower elbow a little in front of the body, and put down on the opposite side after the next feed. A rolled nappy placed by the back will prevent the baby rolling onto his back.

Overheating may be another contributory factor and it is possible that young infants, especially if tightly swaddled, find it difficult to throw off their clothes when they get too hot. Even a slight increase or decrease in normal temperature can markedly affect breathing and heart rate.

Recent work in Britain and the Netherlands has shown that about one in 300,000 babies lack the enzyme necessary to metabolise medium chain triglycerides properly and this has also been implicated as a contributory factor in SIDS. Some centres recommend testing for this rare metabolic defect if there has already been a cot death in the family but at present the technique is too complicated to recommend for mass

screening. This is just one of a few possible metabolic factors currently being researched.

The peak incidence of SIDS is between two to six months of life and about 80 per cent die before age six months. Several studies have found that the babies of young, single, unsupported mothers are at increased risk and in about two-thirds of cases the mothers were smokers. Boys are at slightly higher risk than girls, and deaths are more likely to occur during the Winter months.

An approach now being tried by researchers at Brompton Hospital, London, is to monitor blood oxygen levels, as there is evidence that several infants suffer from a potentially life-threatening hypoxaemia, even though they appear to be breathing normally. This could be one reason why breathing monitors have failed in the past — by the time breathing has stopped it is too late to correct the dangerously low oxygen levels.

Over the past two years the parents of nearly 200 babies have been using transcutaneous oxygen monitors at home, in a project being co-ordinated at the hospital. A sensor is attached to the baby's chest or thigh and a screen signals fluctuations in blood oxygen. Parents are advised to seek medical attention at once if the figure falls too low.

SPECIAL MILKS

When cows' milk is off the menu

Cows' milk intolerance is a general term covering two distinct disorders — lactose intolerance and allergy to cows' milk protein.

Babies affected may fail to thrive and suffer from a variety of gastro-intestinal, respiratory, dermatological and behavioural symptoms such as restlessness and irritability.

Lactose intolerance results from a deficiency of the enzyme lactase which splits lactose into simpler sugars so they can be absorbed. The undigested lactose passes into the large intestine, raising the osmotic pressure and drawing water from the tissues of the bowel, resulting in acidic, watery stools, bloating, colic and peri-anal dermatitis.

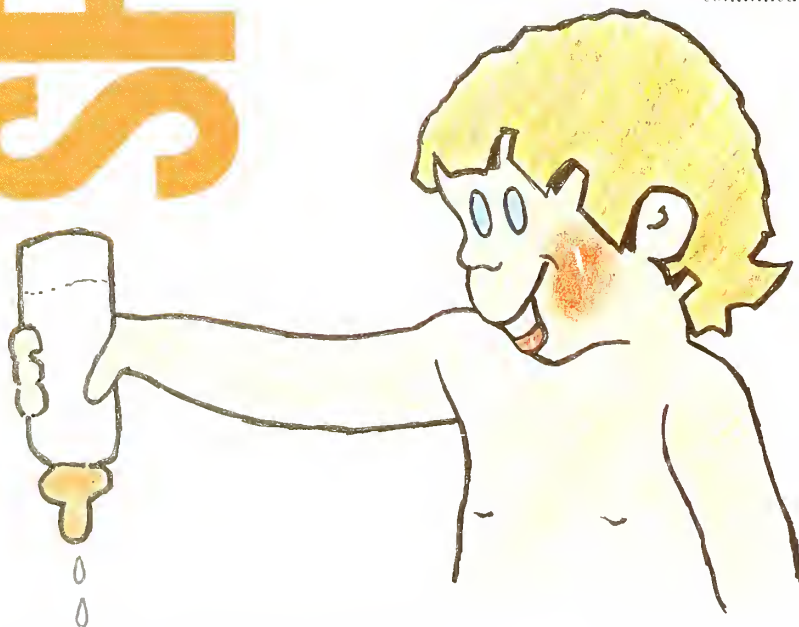
Lactose intolerance can be inherited or acquired. There are two types of acquired intolerance: primary adult alactasia affects mainly non-Caucasians who can tolerate lactose in infancy but then lose most of their lactase activity. In secondary lactose intolerance, the deficiency is caused by damage to the intestinal mucosa, for example after gastro-enteritis or coeliac disease.

The intestinal epithelium can take from a few days to several months to return to normal, but the condition usually resolves by the time the child reaches two or three years of age.

Babies who are allergic to cows' milk protein may develop atopic symptoms such as skin rashes, rhinitis and asthma or digestive problems, whereas in those who are just lactose intolerant the gastro-intestinal symptoms predominate. A doctor makes the differential diagnosis by carrying out specific tests or intestinal challenges.

Cows' milk allergy is most frequently seen in babies as most children outgrow the allergy in the first five years, but sometimes it can persist throughout life.

Infants whose parents suffer from allergies
continued on p6



Babies who are monitored can be ascribed to three categories. The first are those who have already suffered a life-threatening event, for example, the parents have found them breathless, pale or turning blue and they have needed vigorous stimulation or mouth to mouth resuscitation to start them breathing again. The second are premature infants who have survived the crucial perinatal period but are still at nearly ten times the risk of SIDS as full term infants; the risk is particularly great in those who have bronchopulmonary dysplasia as a result of long periods on a ventilator.

The third group are siblings of previous cot death babies. This category is at relatively low risk but is included to reassure parents who are overwhelmed with anxiety in case they lose another baby in such a tragic way.

Research fellow Dr Christian Poets believes it is important to find out what happens in the last few minutes before the life-threatening event or death.

"At present everything is theoretical, nothing is known for sure," he explains. "If we could monitor a large number of infants at home and store physiological data about them we could get useful information about whether the decrease in oxygen makes breathing stop or whether apnoea or reduced heart rate causes the hypoxaemia."

To this end the researchers have applied to the National Institutes of Health in the USA for a grant to equip the monitors with sophisticated recording devices which will hopefully shed some light on these mysteries.

"Our experience of the pO₂ monitor so far makes us feel this should be the standard monitor used in the future," he says.

Common cold a risk?

One important triggering factor could be the common cold. "There is well documented evidence that about 70 per cent of babies with SIDS had suffered from upper respiratory tract infection in the preceding days," says Dr Poets. "Very severe hypoxaemia can occur during these common infections, particularly in babies born prematurely, so monitoring the oxygen content of the blood or skin can be helpful in these cases."

For this reason, he suggests parents should try to keep their babies away from sources of infection such as doctors' waiting rooms or even "well-baby" clinics. And immunisation is important, particularly against pertussis.

Because all so far known possible risk factors for SIDS are so unspecific, it is difficult to suggest when pharmacists should refer parents to a doctor. One definite danger sign, according to Dr Poets, is if babies regularly hold their breath, turn blue and become unconscious during these spells. Such infants should always be referred.

The Foundation for the Study of Infant Deaths also recommends an urgent visit to the doctor in cases of quick, difficult, or grunting breathing, or if the baby is exceptionally hard to wake, unusually drowsy or does not seem to know its parents. Other symptoms that are sometimes serious are croup or a hoarse cough with noisy breathing, if the baby cannot breathe freely through its nose, cries in an unusual way or for an unusually long time, or appears to be in severe pain, refuses feeds repeatedly, vomits repeatedly, has frequent loose, watery motions or is unusually, hot, cold or floppy.

* The Foundation is at 15 Belgrave Square, London SW1X 8PS (tel: 01-235 1721/0965).



Reformulated to contain only vegetable fats

of any sort are more susceptible and their mothers should be encouraged to breast feed for at least the first six months of life.

While lactose intolerance can exist without milk protein allergy, the former usually follows the latter as a result of damage to the intestinal epithelium.

The first step in treatment is to avoid any food containing cows' milk. Soya infant formulas are the most frequently prescribed alternatives to cows' milk formulas; the protein is obtained from soya beans and the lactose is replaced by other carbohydrates.

Certain amino acids are added to make the protein content more closely resemble human milk. These include methionine (important for fat absorption), taurine (implicated in retinal, cardiac and brain function), and the amino acid derivative carnitine (which is necessary for optimal fat utilisation). Vitamins, minerals and trace elements are added to make these products nutritionally complete.

Soya infant formulas should not be confused with the soya milk drinks appearing in the health food sector and which should not be given to children under five.

Mixed feeding can be introduced at three to six months, although mothers should be advised to check with the baby's doctor or health visitor before re-introducing cows' milk, even if they think the allergy has disappeared. Some mothers have the idea that soya-based milks are a healthy alternative to cows' milk formulas, but if the baby is truly allergic severe reactions can occur when cows' milk is given at weaning. For this reason, manufacturers tend to recommend that mothers inform their doctor or health visitor if they feel there is a need to use cows' milk alternatives.

The true prevalence of cows' milk allergy in the general population has been estimated at between 1 and 7 per cent, with some evidence of milk allergy in 30 per cent of atopic children. Of those truly allergic, about a quarter are also intolerant to soya.

Other indications for which special milks may be prescribed as borderline substances

are galactosaemia and galactokinase deficiency — rare inherited disorders in which the utilisation of galactose is blocked by an enzyme deficiency.

The British Paediatric Association recommends the use of a soya formula for the following:

1. Healthy infants with a family history of allergic conditions. Medical advice should be sought first to establish the degree of potential risk.
2. Infants with mild non-specific gastrointestinal disorders or feeding problems such as crying, colic, vomiting, diarrhoea, constipation or poor feeding.
3. Infants with atopic disease including eczema, rhinitis and other respiratory disorders.

The alternatives

The following products are nutritionally complete and can be used as a sole source of nutrition:

Formula S (Cow & Gate)

Protein — Soya protein isolate
Carbohydrate — Glucose, maltose and polysaccharides (no sucrose).

Fat — Palm, coconut, maize and safflower oils.

Prescribable indications* — Proven lactose and associated sucrose intolerance in preschool children, galactosaemia, galactokinase deficiency, lactose intolerance, proven whole cows' milk sensitivity.

Galactomin 17 (Cow & Gate)

Protein — Mixture of sodium and calcium caseinates treated to reduce their lactose content to a minimum.

Carbohydrate — Glucose, maltose and polysaccharides (no sucrose).

Fat — Vegetable oil blend as in Formula S.
Prescribable indications* — Proven lactose and sucrose intolerance in preschool children, galactosaemia, galactokinase deficiency.

Nutramigen (Mead Johnson Nutritionals)

Protein — Enzymatically-hydrolysed casein,

charcoal treated to reduce allergenicity.

Carbohydrate — Glucose syrup solids, modified corn starch.

Fat — Corn oil.

Prescribable indications* — Infants over three months and children with galactokinase deficiency, galactosaemia, lactose intolerance without sucrose intolerance, sensitivity to whole protein.

Osterson (Crookes Healthcare)

Protein — Soya protein isolate.

Carbohydrate — Glucose syrup.

Fat — Vegetable oil.

Prescribable indications* — Whole cows' milk protein sensitivity, lactose and sucrose intolerance in preschool children, galactokinase deficiency, galactosaemia.

Portagen (Mead Johnson Nutritionals)

Protein — Sodium caseinate.

Carbohydrate — Glucose syrup solids, sucrose.

Fat — Medium chain triglycerides, corn oil.

Prescribable indications* — Lactose intolerance without sucrose intolerance but requiring medium chain triglycerides, steatorrhoea associated with cystic fibrosis of the pancreas, intestinal lymphangiectasis, surgery of the intestine, chronic liver disease, liver cirrhosis and other proven malabsorption syndromes.

Pregestimil (Mead Johnson Nutritionals)

Protein — Enzymatically-hydrolysed casein, charcoal treated to reduce allergenicity.

Carbohydrate — Glucose syrup solids, modified corn starch.

Fat — Corn oil, MCT oil, lecithin

Prescribable indications* — Galactosaemia, galactokinase deficiency, sucrose and/or lactose intolerance in association with whole protein intolerance or where amino acids and peptides are indicated in conjunction with MCT. Proven malabsorption conditions in which a reduced fat diet is indicated.

Prejomin (Milupa)

Protein — Hydrolysate derived from proteins of animal (bovine collagen) and vegetable (soya) origin.

Carbohydrate — Maltodextrins and predigested gluten-free starch (90 per cent corn starch, 10 per cent potato starch). No sucrose.

Fat — Mixture of vegetable fats. No medium chain triglycerides.

Prescribable indications* — Proven lactose and sucrose intolerance in pre-school children, fructose intolerance, galactosaemia, galactokinase deficiency and proven sensitivity to whole protein.

Prosobee (Mead Johnson Nutritionals)

Protein — Soya protein isolate.

Carbohydrate — Glucose syrup solids.

Fat — Liquid: soya oil, coconut oil. Powder: corn oil, coconut oil.

Prescribable indications* — Milk intolerance, galactosaemia, galactokinase deficiency, lactose intolerance.

Wysoy (Wyeth Nutrition)

Protein — Soya protein isolate.

Carbohydrate — Dried glucose syrup 80 per cent, sucrose 20 per cent.

Fats — Vegetable oils (recently reformulated to contain no animal fats).

Prescribable indications* — Cows' milk protein or lactose intolerance, galactosaemia, galactokinase deficiency.

* ie on form FP10, endorsed ACBS.

Three good reasons for Little Experts to smile.



Breast milk

The very best start for baby. Easily digested and full of nutrition and natural protective properties.

Aptamil.[®]

A well-digested babymilk for the baby bottle-fed from birth, or moving on from breast milk.

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Babymilk



For a gentle start to bottle-feeding

Milumil.[®]

A well-accepted babymilk with higher levels of protein and carbohydrate. For continued nourishment throughout the first year.

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Milumil
Babymilk



For satisfying bottle-feeding

Breast milk is the very best start for a baby. Unfortunately you can't stock breast milk, but you can stock the very acceptable alternative – Milupa Babymilks, Aptamil and Milumil. More and more hospitals and clinics are using Milupa Babymilks than ever before. So grow your business with our Little Experts and stay with Milupa for the comprehensive range of babymilks, babyfoods, rusks and drinks.

Your profits will give you plenty to smile about too!

IMPORTANT: Breast milk is the best milk for a baby. A doctor, midwife, nurse or health visitor should be consulted for any advice needed. If a babymilk is used it is important for the baby's health that all preparation instructions are followed carefully.

milupa[®]

Milupa babymilks. Well digested and well accepted.

Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Uxbridge, Middlesex UB10 0NE
Telephone: 01-573 9966

SAY 'KNICKERS' TO



ORDINARY NAPPIES



Peaudouce are proud to introduce the cheekiest idea in nappies for a decade.

A revolutionary, pant-shaped nappy that's going to be as good for business as it is for baby.

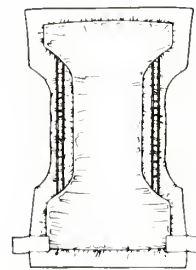
Just like a pair of pants, new Ultra 'T' is shaped differently front and back, so it fits more closely.

Neat and slim, Ultra 'T' is poised to change the nappy market totally.

Eye-catching, compact packaging means more nappies fit onto the same shelf space. Each cubic foot works harder for you. And for mums, the packs are easier, too.

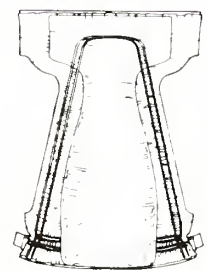
Only Peaudouce can produce Ultra 'T'. So we're backing it with an advertising spend that's increased substantially. Ordinary nappies don't live up to Ultra 'T'. Soon, you won't stock them. You'll say 'Knicker's'. And drop them.

Old



Old style nappies are the same front and back.

New



New Ultra 'T' is shaped like a pair of pants to hug baby's shape more closely.



PEAUDOUCE
ULTRA T SHAPE

KEEPS A BABY DRIER LONGER

BABYMILK

Moving in favour of pharmacies

Manufacturers report that pharmacies are increasing their hold on the babymilk sector and gaining ground from grocers, thus reversing a trend which has been emerging over the past four to five years.

One reason is a change in the benefits system whereby mothers now receive cash, not tokens which previously tied them to clinics for their supplies. And in looking to retailers, mothers see

the advantage of the pharmacist's professional advice, particularly first-time mothers who seek product information and reassurance.

Cow & Gate say the

The Department of Health now recommends that there are advantages in continuing with breastmilk or infant formulas throughout the first year, and these recommendations are being



Suggested shelf layout

proportion of first-time mothers is likely to rise over the next two years, offering pharmacists good opportunities to maintain business throughout the first year and beyond. Wyeth Nutrition, who estimate the total market is worth over £80 million a year, say that nearly 38 per cent of mothers prefer to buy babymilks from pharmacies, nearly 30 per cent from welfare clinics, 24 per cent from grocers and 5 per cent from drugstores.

Cow & Gate predict that by the end of 1990 the total babymilk market will have grown in volume by at least 5 per cent and in value by more than 12 per cent, boosted by the buoyant birthrate with forecasts that the baby population this year will be 4 per cent up on 1987. In addition, the number of working mothers is increasing and mothers are extending their use of babymilks to up to 12 months.

The company explains that in 1988 the market grew by 16 per cent in volume terms and, while 2 per cent of this could be attributed to the increase in the birthrate, at least half was due to increased use of babymilks for babies over 6 months old.

endorsed by health visitors.

"As knowledge and understanding of extended use of babymilks (in place of cows' milk) becomes more widespread, the babymilk market potential will certainly continue to be realised," says Judith Holloway, senior product manager, Cow & Gate.

Another sector which is set to grow substantially during the 1990s is ready to feeds, particularly as working women, with their increased incomes, will be prepared to pay the slightly higher prices for the convenience these products offer. Cow & Gate recommend that pharmacists stock both the 100ml and 200ml bottles. The 100ml is the same product seen by mothers in hospitals and helps ease the transition from hospital to the community. Once use has been established, mothers will look for the 200ml size as the baby's requirements increase.

With powdered milks, manufacturers recommend stocking both the 450g starter pack and the more convenient and economical 900g size once the baby is established on a formula.

Wyeth Nutrition warn about





ARE YOU ALERT TO OUR SUCCESS?

With our baby breakfast range, Robinsons are clear brand leaders among babies under 3 months.*

And significantly, research shows that mothers stay with the brand they first bought, and has the taste that babies like.

In order to build on this consumer loyalty, we're spending more than ever this year, telling mothers why Robinsons has "the taste of happiness".

So you can expect increased demand for Robinsons Baby Foods – and higher profits, too.



THE TASTE OF SUCCESS

keeping an eye on stock levels. As health visitors and midwives advise against switching brands, the mother whose favoured babymilk is out of stock could well be a lost customer.

Cow & Gate recommend merchandising their RTF and powdered milks together, saying it is particularly important to place the RTF next to the corresponding powder if the mother is to become aware of each variant. Premium should be placed to the left of Plus as most bottle feeding mothers start with the former. Eye level is the optimal position for babymilks, they add. The weight of the tins can cause problems if they are shelved too high; if they fall to the floor and become dented, mothers will not buy. If eye level positioning is not available, it is better to put the tins on lower shelves and RTFs directly above.

POS support

The company provides shelf trays, shelf edge strips, edge cards, holders and pricing stickers. There are training courses for pharmacy assistants and a range of literature is distributed to mothers via the health service. Reference booklets for pharmacists entitled "Your questions answered" are being distributed by representatives as the first phase of a programme of literature being developed for this sector over the coming year. Cow & Gate continue to advertise to health professionals in hospitals and in the community as well as to the consumer via health service maternity handbooks.

The company claims to be market leader in the pharmacy sector with a 40.4 per cent volume share and 42.2 per cent volume share in independents.

Wyeth Nutrition claim to dominate the total market both in volume and sterling terms — volume stands at 44.7 per cent of the market and the sterling share at 46 per cent.

Both SMA Gold and SMA White were recently repackaged and a 1 litre RTF introduced for which there has been promotional support through journal advertising and at meetings with health visitors, midwives and other health professionals. Shelf talkers are available in-store.

Ostermilks have grown 36 per cent in value through pharmacies since their relaunch and range simplification last year, according to product manager Andrew Tasker. The new packaging in tins has also helped to boost sales.

The sale of babymilk is closely linked to hospital use and recommendation, and 12 major maternity units have switched to Ostermilks in recent months. One



Strongest support programme for Ostermilks

reason, says Mr Tasker, is that hospitals can no longer accept heavily-subsidised RTFs from the manufacturers and, as health service resources are scarce, hospitals are turning to the most economical babymilks. "This change in hospital buying patterns has provided us with more business opportunities," he explains.

Move to the South

Ostermilks have traditionally been used more in the North, but Crookes Healthcare are now seeing a move to greater use in Southern hospitals and they believe some pharmacies in these areas are missing sales. "We have had several requests from mothers who can't find the products," he adds.

Farley's have embarked on the strongest support programme they have put behind babymilks,

with an expanded service to health visitors and other health professionals. Details of special deals to pharmacies will be available from representatives from April. A training video on milks is available to pharmacists on free loan from the company.

Ostermilks will be one of the first milks to be advertised in a new publication being launched by Orbit Publicity at the end of March. The babymilks marketing code prevents manufacturers from advertising directly to the public, but localised baby annuals are being launched nationwide for health professionals to distribute free to new mothers. The annuals, providing local information useful to parents, will be able to carry babymilk advertisements because they are being given away and, in theory, endorsed by professionals.

Crookes Healthcare say Farley's junior milk grew 60 per

cent last year and now claims 60 per cent of the follow-on milks market. A new consumer campaign will be launched soon.

Milupa representatives can give advice on merchandising and stocking levels, plus details of the latest special offers. Those pharmacies which do not receive a regular call from representatives are supported by Milupa's telesales team.

The company has developed a series of educational service items for health professionals, including 10 videos, exercise leaflets, obstetric calendars and weight conversion charts. The milks are used in over 140 hospitals and are advertised in medical and trade publications. Milupa are also involved in more sponsorship than ever before in the hospital and community, one example being sponsorship of the Child Accident Prevention Trust manual for health visitors.



Ready-to-Feed babymilks. Perfect for the inexperienced mother.

There are times when a mother is unable to bottle feed her baby and has to rely on someone who's not quite such an expert.

For these occasions Cow & Gate Ready-to-Feed baby-milk is perfect.

Available in Premium and Plus, it comes already prepared in the bottle. Just add a sterilised teat and locking ring* and it's ready to use.

So when it's dad's turn to bottle feed the baby, mum knows she can leave it to him and not have to worry.

And Ready-to-Feed can make life easier for mum too.

If she's out shopping, or away on holiday, it's the ideal solution.

There are two sizes: 100ml and 200ml, making it suitable for feeding from birth to weaning and beyond.

So when mums (or dads) come and ask you what's the simple answer to bottle feeding, recommend Cow & Gate Ready-to-Feed.

For more information contact: Cow & Gate

Ltd, Trowbridge,

Wilt's BA14 8YX.

Cow & Gate
The Babyfeeding Specialists



*STERILISED TEAT AND LOCKING RING NOT SUPPLIED. Breastmilk is the best food for babies. The purpose of infant milk formula is to replace or supplement breastmilk when a mother cannot, or chooses not to breastfeed. The cost of infant milk formula should be considered, and medical advice taken, before deciding how to feed a baby.

BABYFOOD



Making the most of meals

C&D asked baby meals manufacturers how pharmacists could maximise their sales in the face of competition from other outlets.

A common answer was that matching shelf space to sales share was critical and, inevitably, all the companies replying gave reasons why their brands should be given priority.

The following summarises the market share claims they are making, the hints they give on merchandising and how they will be supporting their products this year.

Cow & Gate

Cow & Gate claim to be number one in all babyfoods including milks. Independent retail audit (ie what retailers say they are selling) for the end of September/October 1989 suggested that Cow & Gate was selling out at twice the rate of cans and over three times the rate of rival jars.

To provide mothers with a wide selection of wet baby meals, Cow and Gate recommend stocking a minimum of 30 varieties. All four meal occasions should be stocked — breakfast, dinner, dessert and baby yogurts — making sure that main courses account for about half the range.

To assist the sensitive transition from stage 1 to stage 2 Cow and Gate advise that over half the varieties stocked in stage 1 should also be available in stage 2. Although the texture is different, the flavour is similar and so the baby is likely to adapt more readily.

With increasing consumer awareness of healthy eating, nutritional and dietary considerations should be given to how shelves are stocked. Vegetarians and those with ethnic dietary considerations need to be catered for. Cow and Gate recommend that at least one vegetarian main course variety should be stocked, for example, cheese and tomato savoury. In addition, Cow and Gate have a range of milk free meals and suggest that the vegetable and rice casserole is offered. A minimum of one "no added sugar" dessert should also be made available, for example, fruit delight. The pharmacist will soon become aware of the particular favourites and needs of his regular customers and so can stock his shelves accordingly, thus building



→ TWIST TO OPEN →

WHICH BABYFOOD
CONTAINER IS MOST
PROFITABLE?

COW & GATE WOULD
LIKE TO MAKE IT
ABSOLUTELY CLEAR.

It's not cans. It's jars.

Mothers prefer to see their babyfood in clean, hygienic

s.* And of those available, one is a clear winner.

Cow & Gate.

So to make the biggest possible cash profit on

babymeals, stock the full range of Cow
& Gate varieties.

The jars with most money in them.

**Cow
& Gate**

The Baby-feeding Specialists

*INDEPENDENT CONSUMER AUDIT 4 WEEKS ENDING 25.11.89

up a loyal customer base.

Cow and Gate have provided some guidelines to help pharmacists maximise sales from wet baby meals:

□ Baby meals should be positioned within the total baby food/baby feeding area of the pharmacy.

□ Cow and Gate baby meals should be located within the total baby food section and in particular the wet baby meals area.

□ Cow and Gate baby meals should be stocked in one complete section alongside other wet baby meals rather than displaying baby meals by age of baby and thus "stage" of baby meals which would mix manufacturers and be confusing for the consumer.

□ Cow and Gate baby meals variety facings should be in a logical shopping pattern — for

designed to encourage trial and repeat purchase. In store, on-pack promotions are planned for 1990. To reinforce the link between Cow and Gate baby milks and baby meals, an "under the lid" leaflet will be used in baby milks to provide information on the complete range. Further support comes from advertising on television, in the consumer Press and in professional health publications.

Crookes Healthcare

By 1995 Crookes Healthcare aim to be competing in every baby food sector, including drinks and wet foods. In spite of the latter's decline in favour of dry meals, Stephen Martin, group product manager of Farley's rusks and cereals, believes Farley's will

Farley's as a major player in the dry foods sector," says Mr Martin.

Rather than introducing several varieties in their dried foods, the company intends to stick to a few high volume sellers. All are free from artificial colours and preservatives and contain no eggs.

Pharmacists should use the launch to reassess the range of dry foods they stock and the amount of space they devote to wet meals in the face of their declining popularity, suggests Mr Martin. In particular, they should remove any dry foods which don't appear to be selling well and use the space more profitably.

Heinz

In terms of total packs sold Heinz

ensure their own market growth throughout the next decade," says brand manager Roger Hobbs.

"Stocking a shelf well is vital in maintaining this growth and an experienced Heinz sales force established two years ago is available to advise on space allocation. A computerised space planning system shows how to shelve a good range of baby foods which will satisfy mothers' needs and optimise retailers' returns."

In 1990, Heinz will continue to support the trade with a £3.5 million advertising spend comprising a television campaign and advertising in the mothercraft Press and baby annuals. A total spend of £11 million is aimed at maintaining and building customer loyalty and repeat purchase. Promotions include a repeat of the popular "Feed baby free" promotion, multi-purchase bag offers, coupon offers and additional promotions later in the year.

The company will continue to have a strong presence in the Bounty pack. The brand is also backed by a widespread professional team of service advisors who provide technical support and information.

Milupa

In sterling terms, Milupa claim to be pharmacy brand leaders with a 34.8 per cent share in November/December 1989 (up from 30.5 per cent in March/April 1989), followed by Cow & Gate 26.5 per cent and Heinz 21.4 per cent. Through independent pharmacies Milupa claim a 37.2 per cent sterling share and through multiples 29.9 per cent. In dry baby foods Milupa claim a 66.9 per cent share through pharmacies — 71 per cent through independents, and 58.1 per cent in multiples.

The company recommends that pharmacists should aim to stock as wide a variety of best-selling lines as possible in the limited space available. They must see that the range is well merchandised according to mealtime segmentation and ensure that pricing is competitive with other local baby food outlets. Pharmacists should also be willing to offer advice and guidance on weaning and baby feeding with the aid of leaflets provided by the main baby food companies. Milupa sales team provide a merchandising plan which shows how to place products by mealtime, with first weaning foods and breakfasts on the top shelf, dinner time in the middle, teatime and dessert time on the bottom shelf. Shelf talkers clarify each segment.

The representatives can provide information on the local



A total spend of £11 million

example, stage 1 baby meals to the left of stage 2 baby meals, and savouries to the left of desserts. The smaller sized baby yogurts (128g) should be merchandised within stage 1 and the larger (168g) baby yogurts placed within stage 2.

□ The ideal position for baby meals is at eye level so that the mother can easily scan the range of varieties available.

Cow and Gate are planning a wide range of activity in 1990 to support their products. New mothers will receive samples of baby meals via the Bounty weaning pack and there will be a series of direct mail promotions

offer clear product advantages when they enter the wet foods market. "They won't just be commodity products," he explains.

The success of Breakfast Timers — whose sales grew 44 per cent last year — persuaded the company to introduce Lunch Timers and Tea Timers (C&D, January 27, p122). The launch is being backed by a £3.9 million spend, with a Press and national television campaign breaking next month. Four million Farley's rusks packs will carry money off coupons for Meal Timers and there are various trade incentives.

"The close of 1990 should see

claim dominance with their cans accounting for a 38.9 per cent share and jars for 14.8 per cent, next to Cow & Gate with 22.8 per cent, Robinsons 7.9 per cent and Milupa 7.6 per cent. Through independent chemists their figures are: Heinz cans 33.1 per cent, Heinz jars 10.4 per cent, Cow & Gate 32.9 per cent, Milupa 13.2 per cent, and Robinsons 7.1 per cent (RSGB figures for the year to October 1989).

"Our research has shown that by meeting the demands of pregnant women and young mothers, pharmacies can secure their loyalty for years. In sustaining this allegiance they will

Maws are feeding a growing market.

From generations of experience in developing baby products comes this comprehensive range of feeding equipment designed to make feeding baby simple and hygienic.

From products to aid the comfort and convenience for breast feeding mothers to a range of specially designed cutlery to help young children learn to feed themselves.

An extensive range of breast care products from washable breast pads to an angled pump designed for easy and comfortable use.

The most comprehensive feeding range on the

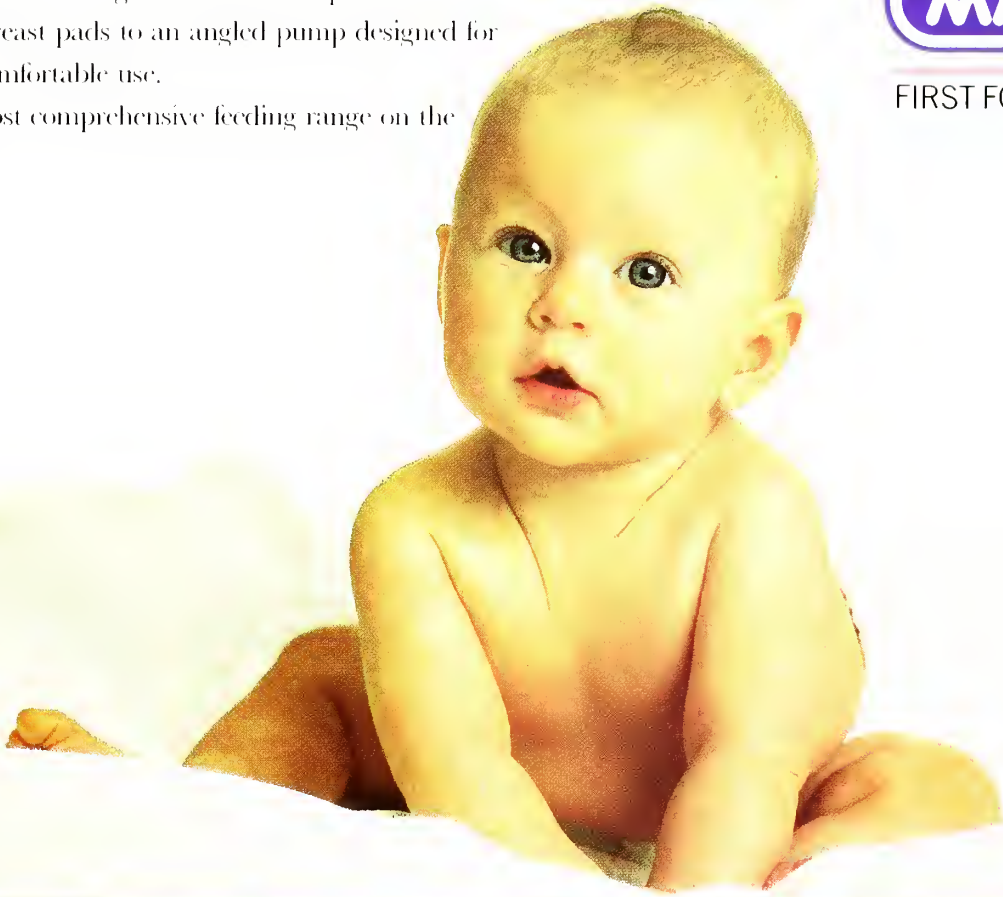
market. Number 1 brand in sales, a higher awareness than any other brand on the market and research that proves Maws is the name that mothers know and trust.

Your customers will be asking for the Maws range so don't miss out on this growing market.

Write for more information to Maws Trade Enquiries, Nicholas Laboratories Ltd, 225 Bath Road, Slough, SL1 4AU.



FIRST FOR FEEDING



best selling varieties, as this can vary from one area to another. They can also supply samples for mothers to try. A telesales operation for pharmacists and an advisory service for more detailed product information are available on 01-573 9966. The telesales operation aims to keep stockists fully informed by calling regularly to take orders and detailing the latest promotions.

A current exclusive promotion through pharmacies offers a free bowl and spoon when the mother buys one dinner time and one teatime variety.

Targets exceeded

Sales of the four meat varieties launched last October have well exceeded the company's targets. This year Milupa are investing even more in promotional support with a spend of over £2.5 million, of which one quarter will be spent on trade customers, one tenth on health professionals and 65 per cent on promotion to mothers. In the first half of the year meats and breakfast advertisements feature in the specialist baby Press and consumer magazines such as *Prima*, *Essentials* and *Family Circle*.

Later in the year Milupa will go into other mealtime segments with their advertising, which is also appearing in the Bounty baby annual and Bounty "Baby's Progress".

Last year Milupa contacted 500,000 mothers with samples through their in-house direct mailing operation and this will continue in 1990. Samples will also be distributed through health visitors, pharmacies, the Bounty new mother bag, the Bounty weaning pack, and the Baby bundle bag distributed via the Newborn group. In all, 7 million samples will be given away this year.

The latest on-pack offer focusses on child safety (see p20).

From March, all Milupa infant foods packs will be brought in line with the meats and feature colour coding to indicate the products have added vitamins and minerals, no added salt, no artificial colourings or flavourings, no added preservatives and, where applicable, are gluten free.

Milupa are also updating two varieties: Savoury vegetable casserole will replace Winter vegetable casserole and vegetable hotpot will replace Autumn vegetable hotpot.

Robinsons Baby Foods

Robinsons baby foods and drinks will be supported by extensive television and Press advertising, a targeted direct mail programme throughout the year and comprehensive public relations.

Trends in meals — wet or dry to win?

Will dry baby meals eventually take over from wet meals?

Milupa believe that 1990 will be the year this happens in pharmacies. Their statistics show that the wet:dry split in total pharmacies has declined from 54:46 per cent sterling in March/April 1989 to 48:52 per cent by December. This year they are predicting that dry foods will overtake wet with a 55 per cent share.

Domination

But Heinz say that in terms of packs sold, wet foods continue to dominate with a 77 per cent share of sales in independent chemists, 65 per cent in drugstores and 74 per cent in Boots. Cow & Gate, too, predict that the penetration of wet meals will increase and be a strong factor as new mothers enter the market.

The tampering problem last April seriously affected the meals market which remained broadly static at £90 million last year, say

Heinz. The scare prompted a definite shift in preference from wet foods to dry, but Heinz believe their latest statistics reflect the success of steps taken to restore consumer confidence: ex-factory sales of Heinz jars showed a 20 per cent year on year share rise in the three months to October 1989 and a 20 per cent rise in can sales in the preceding six months.

Whichever proves the most popular presentation, there is no doubt that a number of trends will drive the baby meals market upwards in the nineties. A predicted easing of economic pressures in the run up to the general election, together with a corresponding increase in personal disposable income, could contribute to a birth rate rise.

Back to work

Even if the birth rate falls in the mid-nineties, mothers will be encouraged back to work because of the shortage of school-leavers.

Flexible hours, job-sharing and creches will all encourage mothers to work longer hours — and that is where convenience foods come into their own.

Today's average first-time mother is almost 27. She is likely to have worked longer than her counterpart 10 years ago and to have slightly more money to spend. She is likely to return to work more quickly after the birth and to have less time for food preparation. And if she leaves her baby with a childminder she wants to know that the baby is getting all the nourishment needed for healthy development.

Mothers also want babies to fit in with the routine of family life which is why Milupa decided to introduce mealtime segmentation in 1987. They believe that by clarifying which foods were suitable for breakfast, dinner and tea the whole buying and feeding process became easier.

The importance of a well-balanced diet from an early age is also becoming more apparent. This has led to an increased demand for natural ingredients with no artificial additives, low sugar, low salt and gluten-free products.

Variety important

Variety is another important factor, as the ultimate aim is eventually to introduce family food. When they launched Farley's Lunch Timers and Tea Timers this year, Crookes Healthcare deliberately chose varieties they felt would not be out of place at a family mealtime rather than flavours traditionally regarded only as "babyfood".

Heinz point out that parents are also becoming increasingly concerned about issues such as recyclable packaging. Both cans and jars can be recycled, with cans having the advantage of magnetic extraction from domestic waste without the need to segregate used containers.

Welcome trend

Finally — a welcome trend for pharmacies. Heinz say that pharmacies have made significant gains in the market over the past year. Independents have increased their baby meals volume by 3 percentage points to 19 per cent. Boots account for 25 per cent and drugstores for 6 per cent of total baby meal sales.



On television and in the Press



Designer Bottles

Sterilised Teat Unit

'Soft Shoe' Rattle Soother

Disposable Bibs

We take the trouble to give Mums more choice...

Quality that Mums can rely on, that's Griptight. Quality in feeding systems, quality in soothers, quality in everything a baby needs.

More quality – more choice.

Producing and developing a range of products that's precisely what Mums are looking for, means taking time and trouble. The time to listen to Mums. The time to carefully develop and test every product, not only to meet, but exceed the most rigid standards – including those of the BSI. Ultimately, it means a range of products that's built on a reputation without equal.

That reputation is as strong today as it's ever been.

The market is even stronger. In advertising, in packaging, in point-of-sale merchandising.

Griptight is building a dominant force in the marketplace, and what that means to you is quite simple – more business.

There's a superb new range of products that you could be profiting from right now, and it's all backed by an extensive professional and retail advertising campaign. It's all designed to really generate business, and to find out how you could be getting your share, all you have to do is phone 021-414 1122.

Cash in on better business, stock Griptight – and you'll be certain you're stocking success.

...and you more business.

BIRMINGHAM, COLNE, PERSHORE, SUNGEI PETANI (Malaysia), WALLINGTON N.J. U.S.A.

Made in the United Kingdom.

FROM THE
NESTLE
RANGE OF PRODUCTS

FOR FURTHER DETAILS
PLEASE CONTACT OUR
CUSTOMER SERVICES
DEPARTMENT

It's always been the best you can buy!

Lewis Woolf Griptight Limited, 144 Oakfield Road, Selly Oak, Birmingham, B29 7EE. Tel: 021-414 1122. Fax: 021-414 1123. Telex: 338666.



Latest promotion concentrates on child safety

Kitchens free from Milupa

Three new Poggenpohl kitchens, each worth £11,000 and fully equipped with the latest child safety features, can be won in a new on-pack consumer promotion from Milupa Ltd.

The promotion launches the company's 1990 campaign for greater awareness of child safety in the home. The free draw will be carried on three million packs of Milupa's 20 best selling infant food lines, covering every mealtime segment — breakfasts, dinners, tea time savouries and desserts. The promotion will run from April 2 to October 31 with the three winners drawn on November 5.

The Consumer Safety Unit of the Department of Trade and Industry is supporting Milupa's efforts to highlight the potential dangers which cause thousands of child accidents in the home every year. Each variety of the promotional packs will carry a different DTI Think! Safety! First! message, alerting Mums to hazards in the home. Milupa and the DTI Consumer Safety Unit have produced a colourful safety frieze with information from the Child Accident Prevention Trust. The frieze is available free to entrants in the draw who send a first class stamp.

Milupa are investing in a nationwide educational programme of child safety awareness, targeted towards mothers with young children and with support material distributed to health professionals.

Group product manager,

Sarah Collier, explains: "Around 54,000 children suffered accidental burns or scalds last year, and some 240 children over 1 year old were killed by accidents

in the home."

Milupa's research reveals that a promotion of this nature encourages and strengthens purchase. The company's free car

An unquenchable thirst

The baby drinks market had grown to £19 million by the end of 1989, according to Cow & Gate, who have the dominant brand in pharmacies.

Milupa, who have the number two brand, say that herbal drinks are the fastest growing sector in pharmacies and are growing at twice the rate of total baby drinks. Sales of their herbal drinks account for over a quarter of total baby drink sales to the chemist.

The company adds that movement of sales from pharmacies to grocers is not as marked in drinks as it is in foods, with a shift of only one per cent in this direction during 1989. Concentrated drinks are the most popular and represent 63 per cent of the total drinks market in pharmacies.

Cow & Gate claim that their pure juices account for 62 per cent of all juice purchases. Their ready-to-drinks lead the RTD market with a 75 per cent volume share in independent pharmacies while their concentrates account for 51 per cent of concentrates through this sector.

They recommend that pharmacies stock a minimum of four RTD varieties with priority given to pear and peach, apple and pear, apple and orange, and pear and pineapple. A minimum of two concentrated juices should be stocked, with priority given to pear and peach and apple and pear.

Cow & Gate have planned considerable marketing activity

for 1990, including on-pack promotions, new consumer literature and new advertising throughout the year in the consumer Press. Sampling will continue in the Bounty pack.

This year will see the biggest ever spend behind Milupa herbal baby drinks. Over £1½m will support the brand, of which 25 per cent will be spent on trade customers, 8 per cent on health professionals and 67 per cent on promotion to mothers.

Press coverage will include specialist baby Press, for example, *Mother and Baby*, *Maternity and Mothercraft* and *Practical Parenting*, plus consumer magazines such as *Prima*, *Essentials* and *Family Circle*. All advertisements will include coupons for samples.

The company is doubling its spend on sampling in 1990. As well as direct mailing to mothers, samples will be given away via Bounty new mother pack, Bounty weaning pack and the Newbourne baby bundle. Samples are also distributed to the medical profession and pharmacies. In all, over 4 million samples will be given away this year.

From April to June Milupa will run a promotion, through major chemist accounts, based on multiple purchase with a free gift redeemable while stocks last. An on-pack promotion from July to September will feature on over 450,000 tins and in all drinks literature and sampling. The promotion will tie in with a dealer

draw promotion in 1989 attracted 265,000 entries, of which 92 per cent were completed on-pack. This latest sales drive is expected to boost sales by encouraging existing consumers and attracting new purchasers.

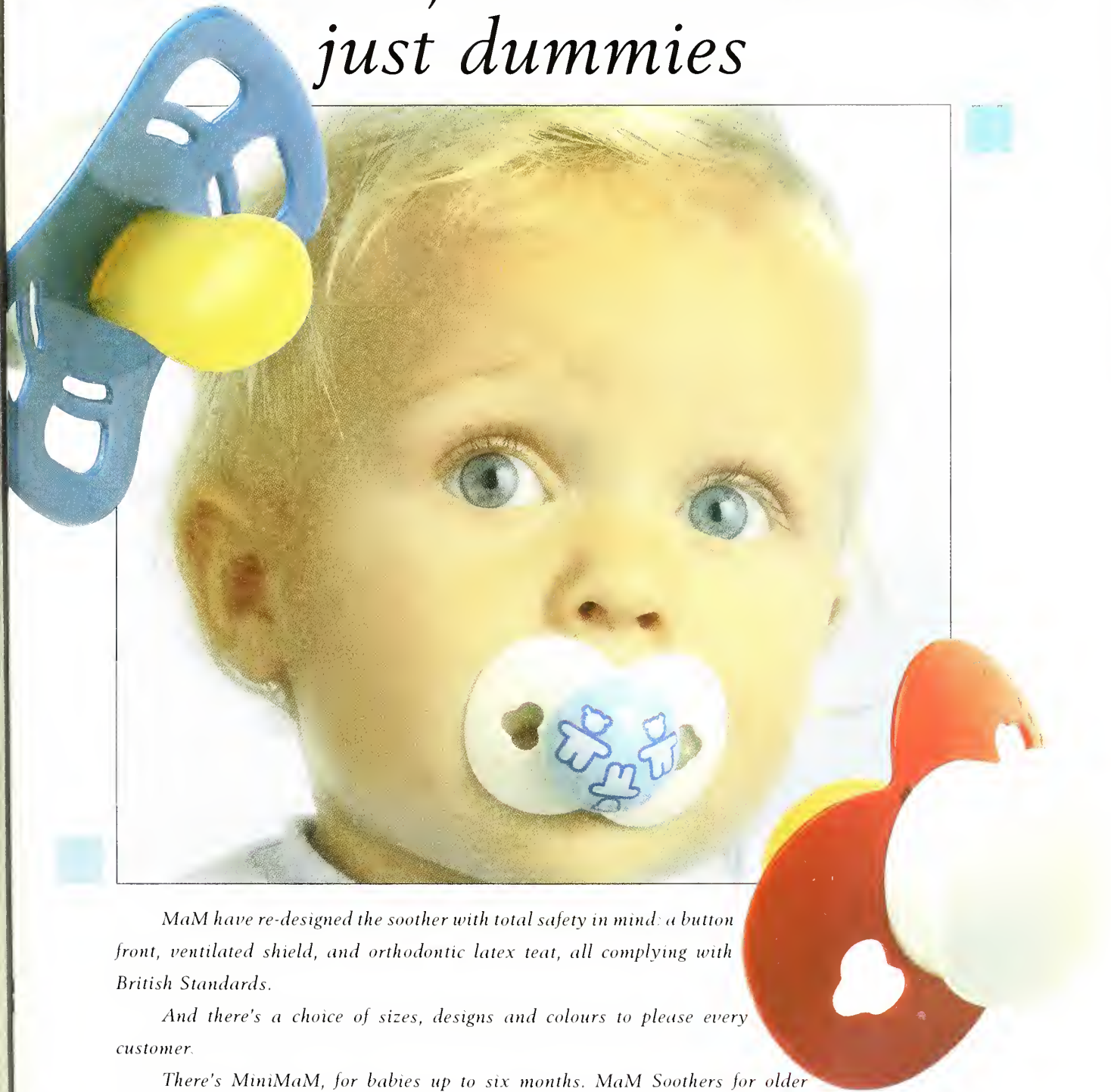
Pharmacies will be supported with a range of display material — showcards, shelf talkers, shelf wobblers and window stickers. There will be a national Press launch and an educational roadshow in major town centres across the UK for three weeks from the end of April to the beginning of May.

A public relations programme, targeting key mother and baby titles including *Practical Parenting*, *Mother & Baby* and *Maternity & Mothercraft*, plus consumer titles such as *Prima* and *Essentials*, and regional newspapers, will underpin the campaign. Milupa's sales team have started selling their 1990 promotion packs into wholesalers, ensuring availability to pharmacies from early April. Further details from representatives or Milupa sales department.

Toys on offer in Ribena promotion

A promotion on all three varieties of Baby Ribena concentrate 150ml (blackcurrant, orange and apple) will run in April for six weeks, targeted at mothers and babies. The promotion offers free Fisher Price boxed set of giant snap lock beads, worth £3.49, in exchange for three Baby Ribena proofs of purchase. Beecham Bovril Brands say the Baby Ribena brand grew by 40 per cent sterling in 1989. The blackcurrant juice drink, in the recently launched ready-to-serve Tetrapak, will be the focus brand activity this year, with sampling campaign in the Bounty weaning pack.

The new MaM Soothers. *Next to ours, other soothers are* *just dummies*



MaM have re-designed the soother with total safety in mind: a button front, ventilated shield, and orthodontic latex teat, all complying with British Standards.

And there's a choice of sizes, designs and colours to please every customer.

There's MiniMaM, for babies up to six months. MaM Soothers for older babies. And Designer MaM and MiniMaM, for fashion-conscious mums. In their transparent storage boxes and high quality display skillnets, they look bright, new and very different.

Ask your wholesaler about the new MaM Soother range. We think you'll take to it very happily.



MAM



Most buy bottles

EQUIPMENT

Over 90 per cent of mothers buy feeding bottles and teats, according to market sources. Even those who breast feed need bottles to store expressed milk, particularly if they go out to work. So in spite of pressures to breast feed, the strong growth in the bottle market is likely to continue, according to Cannon Babysafe, who estimate the baby feeding equipment market to be worth about £20 million. Bottles, teats and soothers account for some £12m of this.

Cannon, via their Babysafe and Avent brands, cater for both breast and bottle feeding mothers, and believe pharmacists should do likewise.

"It's important that retailers can offer a total feeding package," says Cannon Babysafe managing director Edward Atkin. "Breast care items such as pumps and nipple shields are a growth area in the light of the current emphasis on breast feeding."

Two-thirds of mothers buy feeding equipment before the birth of their babies, so expectant mums form an important part of the pharmacist's business, particularly during the later stages of pregnancy when it is easier to shop locally. It is at this time that women consider breastfeeding, and buy equipment to help, even if they abandon it later in favour of the bottle.

Sales of low-turnover items, such as breast-shells, form an important part of the pharmacist's service to nursing mothers, as these specialist products are unlikely to be available in the supermarket, especially with the reassuring advice which mothers may seek.

Another major trend is the growing popularity of steam sterilisation, in preference to solution methods. Cannon believe steam sterilisation will continue to make inroads as consumers of the 1990s seek chemical-free alternatives, as well as convenience in the products they buy. And pharmacists can benefit from the chance to sell a relatively high value item.

"Independent pharmacists need to offer mothers larger items to gain their share of this growing market," says Mr Atkin. "Stocking steam sterilisers would make a lot of sense."

Another area showing significant growth is designer bottles. Here, good display can stimulate business because impulse purchase plays an important part. Although many bottles are sold singly, mothers need more than one bottle and multi-packs make a popular gift.

Pharmacies are holding their share of the bottle and teat market in spite of increasing interest in the grocery sector. Cannon recommend the products are merchandised together by brand rather than type of product because there is evidence that brand reassurance is important, with mothers choosing names they recognise.

Further advice to pharmacists is not to go for the cheapest products. "Look for innovative products that sell at premium prices, have shelf appeal and offer good profitability," says Mr Atkin. "Our evidence is that for most mothers price is not critical — within reason — so be prepared to trade up. Our research also shows that mothers are looking for information and advice, particularly if it's their first baby,

so the small pharmacy has a definite advantage."

Cannon's sales increased 49 per cent in value through pharmacies last year. Their latest move is to repackage Babysafe and Avent bottles in see-through boxes which enable consumers to examine the goods and appreciate the benefits before they buy (see **Counterpoints** last week). An introductory deal offers four of the new 4oz Avent bottles free.

Promotion in the mother and baby Press concentrates on the Avent steam steriliser and the breastcare range. There is a freephone hotline for advice, free information leaflets on breastfeeding (with another on weaning in the pipeline), backed by public relations support and a presence at nursing and health visitors' exhibitions this year.

Towards a bottle code

The Department of Health has put forward proposals for a voluntary marketing code for manufacturers of baby bottles and teats. One suggestion is that these products should be advertised only to the professionals, and not to the consumer. The industry has replied to the Department and is waiting to hear the final proposals.

Edward Atkin, Cannon Babysafe, comments: "Both breastfeeding and bottle-feeding equipment are important to our range, so we have no battle between the two sectors. We have always encouraged breast-feeding, with statements on our products that this is the preferred methods. But we do feel that mothers need information about bottle feeding, and that advertising can play an important part in getting this information across."

"Mothers in the UK shouldn't really be compared with those in the Third World, and we should let them make their own choice."

Now a designer soother

New designer versions of the Mam and Mini Mam orthodontic soothers launched last Autumn are now available from Mam (UK) Ltd. Featuring colourful pictures such as rabbits and teddy bears, the new additions are expected to extend the demand for decorated baby products into soothers.

Marketing director Stephen Wooller reports that, since their UK launch Autumn, interest in the Mam and Mini Mam has been very encouraging. Whole page full colour advertising to promote the range is appearing throughout the year in major mother and baby

Continued on p24



Give a baby something comfortable to sit on.



When a mum asks for a nappy rash cream recommend a professional choice, Drapolene.

Widely used in hospitals and throughout the health profession Drapolene is also heavily supported in pharmacy.

It doesn't block the action of disposable nappies and comes in an easy to use tub.

For effective prevention and treatment of nappy rash recommend Drapolene.

WELLCOME RELIEF FROM NAPPY RASH.



Wellcome

Continued from p22

titles as well as publications for health visitors and midwives.

The Designer Mam (£2.49) and Designer Mini Mam (£2.49) are offered in a variety of designs

and colourways and are sold in pairs in a clear plastic box which forms a convenient and hygienic carrying case. The soothers are available from major wholesalers in skillets of twelve packs, which form a POS item for counter use.

Buzz-words in baby care — and Topsy Tippee debut

"Lifestyle" and "designer" were the buzz-words for the eighties. Almost every aspect of manufacturing output and marketing reflected this, say Jackel International, none more so than the burgeoning baby care sector.

The rise in the birth rate and the increase in the overall value of the baby care market as a result of consumer design-consciousness encourage Jackel to forecast a 40 per cent growth in the "designer" bottles market.

"It seems that mums have an unquenchable thirst for baby products that are fun and new", says Richard Bowen, sales and marketing director. "Despite financial doom and gloom, the recession won't have a major impact on the baby market. Mums will always buy the best for baby".

The Tommee Tippee "designer" bottle and matching bib packs have been so successful that three new designs were launched in January featuring Andy Pandy, skipping bunnies and sailors (£2.99 for the set).

Single 250ml bottles are available in either a "jungle" giraffes and monkeys design or pastel mice, with matching bibs (£1.59 and £1.29 respectively). 250ml bottle twin packs are also available with two "hot pastel" designs (£2.69). Single 125ml bottles are a first for Tommee Tippee this year and are available in three designs which include ducks, rabbits or the Tommee Tippee panda (£1.39).

Pur have not had a presence in the "designer" market until now. Pur 250ml bottles with silicone teats feature designs which are "new born" in mood and are aimed at the pregnant mum — pink bows and blue strips or a blue dove with a green bow (£1.69).

A 125ml version of the Nipper Gripper (£1.99) is also available.

There will be over 20 new Tommee Tippee bib designs in 1990. Three first or "new born" bibs feature storks, booties and ribbons (£0.79). Three baby feeders have "hot pastel" (colours which are bright without being primary) designs (£1.19).

Medium feeders (£1.49) and large-sleeved (extra wide for self-feeding) feeders (£2.69) feature

parrots, zebras and giraffes. A range of luxury large-sleeved feeders has Punch and Judy and maritime scenes (£2.99). The mealtime set features three bibs on a food theme with designs for breakfast, lunch and dinner (£1.49). Vinyl bibs offer crumb-catchers and two designs — frogmen and toy town (£1.49).

Hair decoration

Finally, Topsy Tippee makes her debut with a new-look range of 36 hair decorations selling at £0.79. Stylised "designer" slides and Alice bands feature day-glo colour contrasts on geometric shapes, while "dressing-up" slides and clips use beads, lace and ribbon — all intended for the fine hair and small heads of 3-10 year olds.

Nick Cooke, Jackel's marketing manager, advises pharmacists to provide a comprehensive eye-catching display of brand-leading products, where possible, in customised merchandise units.

"Over 75 per cent of Jackel's customers have a free Tommee Tippee merchandising stand which not only optimises space but can display a full range of feeding, soothing/teething and grooming products, causing mum's eye to roam over a wide range of products, not originally on her shopping list. With the aid of a computerised planogram system, each package is tailor-made for the pharmacist on an individual basis".

Ian Duncan, Jackel's national accounts sales manager, stresses the need for thematic linking or chain of association displays — the "designer" bottle next to powdered baby milks and Tommee Tippee boxed plates and cups next to baby foods are the obvious examples. Merchandising should be in context with other products to achieve valuable impulse buys.

"Jackel's sales representatives are specially-trained in POS techniques and are more than willing to advise chemists on request as to the most cost-effective ways of displaying baby products", says Mr Cooke.



Griptight's latest

Lewis Woolf Griptight are continuing their process of repackaging and development of the Griptight brand name. Three additions were recently made to the bottles range — a three pack of Freflo bottles, and a Jumbo elephant and Edward bear in the Designer collection. The soother colours have been changed and

the shaped teats renamed orthodontic as the company thought the term "shaped" no longer fully communicated the benefits. (See **Counterpoints**, C&D February 10). Designer bottles have proved extremely popular, says the company, with the 125ml size in particular far exceeding expectations.

High profile for Chicco

Appletree Leisure Ltd have been appointed UK distributors of Chicco baby products from Italy, where they are leading brands.

The range comprises feeding and hygiene equipment such as bottles, bibs and first table settings; nursery furniture such as cots and high chairs; and toys for 0 to 6 year olds. The relevant British Standards apply.

Appletree intend Chicco to have a higher profile through

pharmacies than previously. There will be three different merchandising units offering "competitive pricing and good margins for the retailer", according to nursery national account manager Peter Fitch. This year, prices will be held at 1989 levels. Own labelling can be incorporated if required.

Promotion will concentrate on public relations, in particular offering Chicco products as prizes through regular competitions (almost every alternate month) in mother and baby magazines.

The range will be on show at the Nursery Fair in Harrogate April 8-11, Chemex, September

Continued on p26



Tommee Tippee's bib range

Oooh-Aaah-Cooo...



...and that's just what mums think
of the new packs.

From now on, babies won't be the only ones crying out for our bottles. Research has proved that their mothers will find the innovative new packaging for Cannon Babysafe and AVENT irresistible too. As well as the beautiful new baby on the packs, we've added a 'new baby' to our AVENT range. A 4oz feeding bottle to be precise, with all the unique characteristics of the 'grown up' AVENT bottle. Naturally, demand for our new arrival – and all the other new look packs – will be enormous. Which means that increasing your sales and your profits will be child's play. So if you'd like to empty your shelves and fill your till, place your order with us today.

Cannon Babysafe™

Continued from p24

23-24, and the Pram and Nursery Fair, October 7-9 at Earl's Court. Chicco products are also permanently on display at Appletree's showroom, Prospect Close, Lowmoor Road Industrial Estate, Kirkby in Ashfield, Nottingham NG17 7LF (tel: 0623 750870).

Electronics

Babytec is a new range of electronic baby products from Griffin Products Ltd. A mobile baby monitor (above) has two units which operate by mains or battery; the transmitter unit stays in the baby's room while the receiver unit can be carried around the house (£36.95). The plug in monitor (£25.95) has a unit for the baby's room and one for the parents, while the video monitor transmits to a television screen (£199.95).

Babytec feeding equipment includes a bottle and food warmer



for bottles, jars and cans (£11.95). A car bottle and food warmer (£9.95) plugs into the cigar lighter and a steriliser electronically steam sterilises six bottles and accessories in nine minutes (£34.95).

An automatic plug light, available in June, is activated by a built-in sensor at dusk and dawn (£9.95). A bedside dimmer light, due in August, has an automatic fade plus touch-activated dimmer and on/off switch (£19.95). Tel: 0747 823393.

Toys and tableware

House Martin International Ltd are launching two styles of tableware gift sets (£5.99).

The breakfast set features a mug, bowl, knife, fork and spoon while the lunch or dinner set contains a plate instead of a bowl.

Made from high impact styrene, the tableware is said to be scratch resistant, virtually unbreakable and dishwasher proof. It features popular characters such as Thomas the Tank Engine, Paddington Bear and Dennis the Menace. The packs have been designed for free-standing or hanging display.

New fruit and vegetable play sets (£7.99) from the Plan Wood toy collection are intended to help co-ordination and colour

matching. Each wooden "fruit" or "vegetable" is held together with Velcro and can be chopped with a blunt imitation knife then rebuilt. Also new is a machine-washable play and change quilt (£17.99) with different shapes, textures and sounds to stimulate early responses. When reversed it can be used as a water-resistant changing mat.

Plastic table mats and a lunch box with safety reflectors are other items from House Martin. The minimum order for new accounts dealing direct is £1,000 trade, but the company is prepared to be flexible with small pharmacies and hopes to supply individual items through pharmacy wholesalers (tel: 0480 213633).



Gift sets for children

Medicines

Children's analgesics showed continuing rapid growth last year and increased 20 per cent in sterling through pharmacies, according to Reckitt & Colman. The market through pharmacies excluding Boots was worth £10.7 million last year.

Junior Disprol brands grew even faster — 29 per cent last year to claim a sterling share through pharmacy of 13.4 per cent.

Pharmacies are still dominant in this market and grew a further 3 per cent in 1989 to achieve a 94.3 per cent share.

Reckitt & Colman are putting £700,000 of consumer support behind Junior Disprol this year. A new mother and baby Press campaign starts in April and there will be continuous detailing and sampling to key recommenders: GPs, health visitors and pharmacy staff. New counter display units will be available from representatives this month and next. Junior Disprol is the most heavily supported children's painreliever, according to Media Register 1989.

■ **Chancellor Group** recently produced a new consumer leaflet on nappy rash to support Metanium ointment. Available from representatives or from the chemist care unit at Wrexham, the leaflets come in a plastic holder for POS display. The leaflets are also being distributed to health visitors via delegate packs at exhibitions, and to practice nurses through their journals. An on-going advertising campaign uses various

PRODUCTS





Anbesol is making a big noise in the baby press.

Any mum who hasn't heard how good **Anbesol**^{*} is at relieving teething pains, will very soon. Because a brand new advertising campaign is running in all the leading mother and baby magazines – with up to ½ million mums seeing it.

So keep on recommending **Anbesol**. It's the best-selling liquid teething pain reliever and it's sugar-free. What's more it's only available from pharmacies.

ANBESOL

LIQUID ANTISEPTIC + ANAESTHETIC
For mouth ulcers, teething pains, denture irritation

*Trade Mark



Metanium leaflet on nappy rash

mother and baby magazines and annuals. A further trade competition is planned for the Spring or early Summer.

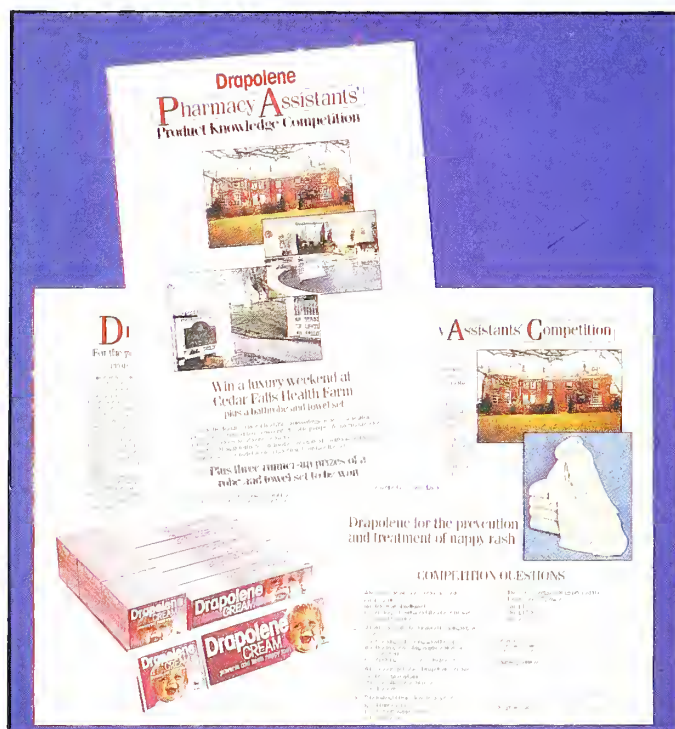
■ **Wellcome consumer division** are currently offering pharmacy assistants the chance to win a luxury weekend at Cedar Falls Health Farm, plus a robe and matching towel set, in their latest product knowledge competition for Drapolene. Entry forms, being distributed by sales representatives, must be returned by April 16.

■ **Prenatol** has been repackaged for 1990 to give it a more modern, quality image, say A.H. Robins, whose sales force will be giving 14 as 12 in an introductory offer. Prenatol is being advertised in *Baby* magazine and in the Newbourne baby titles throughout the year.

■ **Crookes Healthcare**, who have just spent £1 million on a television campaign for Karvol, say that last year's campaign had a marked increase in sales. The company spent a further £160,000 between October 1989 and this month on advertising in the mother and baby Press.

■ A recent nationwide survey by **Warner Lambert Health Care** showed that over 93 per cent of mothers prefer to give their children a vitamin product which is free from additives, as is Abidec, whose

sales increased 43 per cent last year. The survey found that 59 per cent of mothers would use vitamins for their own child and a further 39 per cent would be "very likely" to do so. The good news for pharmacists is that 84



Drapolene's health farm prize

per cent would buy their vitamins from a pharmacy. Over half (61 per cent) preferred to add vitamins to the baby's milk or other drinks, 12 per cent added them to food and 27 per cent placed the drops on the back of the tongue.

■ **Seven Seas Health Care Ltd** say the children's sector of the vitamin and mineral supplement market is worth £12.8 million. The recent introduction of Minadex multivitamin syrup and chewable vitamins resulted in a 45 per cent increase in sales of the brand and helped increase market share in the 0-5 year old sector from 10.5 per cent to 15.3 per cent last year. Adexolin vitamin drops are



High fashion from Joytime

three to four weeks to ensure that the stock is kept balanced and interesting, with new fashion lines introduced on each visit. Tel: 0621 850829.

■ **Keltmace Ltd**, distributors of children's clothing and a division of Ringtower Ltd, have launched a new range of baby knits under the Baby K label. An all-in-one romper suit has a blue and white striped top, white collar and blue legless trousers. A two-piece suit has a white jumper with short blue and white sleeves, while the pants are white with blue and white trim. Finally there is a matching cardigan in white with long blue and white striped sleeves. All carry a giraffe motif. Made of acrylic, the garments are in sizes six and twelve months and are machine washable. Tel: 01-278 4433.

■ **Joytime Continentals Ltd** have introduced a new range of cotton pantaloons and rompers under their designer label, La Nouvelle. An all-in-one pantaloonsuit in white cotton with short sleeves has blue smocking (from £7.75), while a two piece pantaloonsuit in white cotton has pink smocking (from £7.95). An all-in-one romper in white with short sleeves has a "Baby keeps fit" theme showing figures doing exercises (from £7.75). A white legless romper with short, turned back sleeves has press stud fastening plus a scalloped collar (from £5.90).

Also new in the La Nouvelle label is a range of baby sleepers. One carries a rabbit motif with the words "I am made for you" in French (£4.70). Another has a nautical theme with anchors, boats, sailors and life belts in red, white and blue (from £2.95). A sleeper with a continental baggy

currently on special offer via wholesalers.

Non-medicines

■ After last year's beautiful weather, **S. King Ltd** are developing their range of Summer clothes in bright, cheerful colours, concentrating on the baby to 3 year old group. Included in the range are baby dresses and fluorescent suits. The basics — sleepers, underwear, bibs, shoes — are always best sellers, they say. They believe pharmacies should not stock too many different styles as this prevents customers seeing what's where. Their merchandisers call every



Karvol's latest campaign

CUPANOL

Paracetamol Suspension



Available in two strengths

UNDER 6 - 120mg/5ml

OVER 6 - 250mg/5ml

**SUGAR FREE
COLOUR FREE
STRAWBERRY FLAVOUR**

AVAILABLE FROM YOUR CUPAL REPRESENTATIVE
OR PHONE 0254 580321

CUPAL PHARMACEUTICALS LTD., BLACKBURN, LANCs., BB2 2DX



design has square shapes with different motifs down the front and sleeves (from £3.30), while another has clown designs (from £2.95). A range of cotton dresses and rompers with a nautical theme in navy and white is available (from £5.70). Tel: 01-278 4433.

■ **Unichem** are developing tamper-evident packaging for their own brand standard and lotion babywipes following last year's concern over the safety of packaged products. The new

tamper proof products will be available in June.

The baby care range is included in the current Child's Play promotion running until April which combines a consumer incentive with discounts for member pharmacies. Consumers are entitled to a free "pop-up" play pharmacy with two proofs of purchase while eight earn an additional die-cast model of Unichem's delivery van. Unichem members benefit from 15 per cent

discount when ordering ten or more items from the Unichem own-brand products included in the promotion.

Child's Play is part of the "Sharing for the family" promotional campaign which will run throughout the year offering a series of consumer and trade offers. Baby products are a key feature of the promotion. Unichem have also launched a new consumer leaflet, "The expectant father's guide to baby care."

■ **AAH Pharmaceuticals'** Vantage group members can claim a free trade outer of Vantage nappy bags in the new Vantage own-label baby care promotional offer. In return for an order of eight or more trade outers of selected own label baby care items, members will receive a free case of Vantage nappy bags worth £11.88 at r.s.p. To qualify, all orders must feature at least four of the ten different Vantage baby care items on promotion. Members will also be able to count the baby care purchases towards the Vantage own-label retrospective discount scheme. The baby range special offer runs until March 31.

■ **Nestlé Health Care** have been appointed distributors of Friends nappy bags in the UK. The bags are said to be a convenient and hygienic way to dispose of soiled nappies, baby wipes and tissues, particularly on holiday and while travelling. The bags are scented to neutralise unpleasant odours while the blue colour disguises the contents (50, £1.25). The company will be heavily promoting the product to pharmacies and drugstores, taking advantage of the substantial growth in an area which is closely related to the disposable nappy market.

■ **Pro-tec Product Technology Ltd** are planning to launch their second travel product in April — the Travel Happy Pakka potty (£4.99). The inflatable potty has scented liners and will be presented in similar packaging to the Travel Happy cup, using the baby to create brand loyalty.

■ **Nicholas Laboratories'** latest offer on Maws aims to help children's parties run smoothly. For one proof of purchase from the Maws training range or two proofs of purchase from the Punch and Judy children's toothpaste range customers can buy a brightly coloured Cross party pack for £3.25 (recommended price £5). Each pack contains 15 bowls, 1 plate, 25 napkins and 60 straws. The sales force will be distributing leaflets to pharmacies.



Maws training range

Stock up on Bickiepegs. There's a whole new generation waiting open mouthed.

Bickiepegs



Baby wipes still booming

As predicted, the baby wipes market was worth an estimated £24 million in 1989, according to Scott Ltd. The 18 million or so packs sold was a 28 per cent increase over the previous year.

This year Baby Fresh will be supported by a continuous advertising, promotional and sampling campaign aimed specifically at mothers with children up to two years old. Scott say the current trend is towards thicker, premium quality wipes, larger pack sizes, easy-to-use packs and fragrance-free variants.

A full-colour advertising campaign for Puggies in the mother and baby Press is running until the end of the Spring, supported by promotional and public relations activity.

Nice-Pak International are also running advertorials in the mother

and baby Press. In the April issue of *Maternity and Mothercraft*, the advertorial will focus on hygiene and the advantages of wipes, whereas that in *Mother* magazine (June), will highlight their versatility. Wherever possible, the "Bear essentials" leaflet, offered free to consumers, will be used as a tool to gain exposure for the brand.

Following the success of 50 regional competitions run in newspapers throughout the Autumn and Winter, opportunities to encourage product trial will continue in the mother and baby Press and women's consumer magazines. In the April issue of *Practical Parenting*, 3,000 readers will be offered a 14-count travel pack, plus a copy of "Bear essentials" containing two 20p off coupons.

Father knows best?



At least two marketing men are convinced from personal experience that their products are right.

It was having to get up in the night to feed his offspring which persuaded Edward Atkin, Cannon Babysafe's managing director (left), that bottle design needed improving — hence the development of Avent.

And, above right, Stephen Martin, group product manager, Farley's rusks and cereals, is pictured trying out the latest Meal Timers on his own son.



Approving father's latest product (see left)



Midwife of the Year, Myra Scullion is pictured with Mike Jackson, sales and marketing director, Lewis Woolf Griphlight, who sponsored the award. Mr Jackson is holding nine-month-old Joanna Fells, whose mother, Wendy, nominated Sister Scullion for the award.




British Made

HOME NURSING & HOSPITAL REQUISITES

- Portable Bidets
- Bed Pans & Urinals
- Douches, Syringes & Puffers

- Air Rings & Ice Packs
- Hot Water Bottles
- Heated Feeding dishes
- Drinking & Feeding cups
- Commode Buckets
- Inflatable Toilet Seat Cushions
- Safety Bath & Shower Mats



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STATISTICS

How the markets are progressing

Latest trends from Nielsen Marketing Research

Disposable nappies showed the largest growth of all baby products through pharmacies last year, according to Nielsen Marketing Research. They showed nearly 35 per cent sterling growth and were worth on average £640 per month to multiples and £374 to independents.

The second most important market to pharmacy is baby milks, now worth £266 to multiples and £153 to independents.

Grocers have the leading edge in all sectors shown in figure 1, with the exception of baby wipes where pharmacies have made considerable inroads during the past year.

Table 1. Value of baby business to pharmacies
Total pharmacies sterling sales year to Dec 89 (£m)

Babymilks	19.5
Infant drinks	4.4
Baby rusks	1.6
Wet foods	8.5
Dry foods	5.3
Infant cereals	3.2
Sterilising products	1.7
Baby bath additives	1.1
Baby wipes	3.2
Disposable nappies	44.6
Teething preparations	2.6

Source: Nielsen

Figure 1. Baby Markets by Retail Sector
(% of value sales 1989)

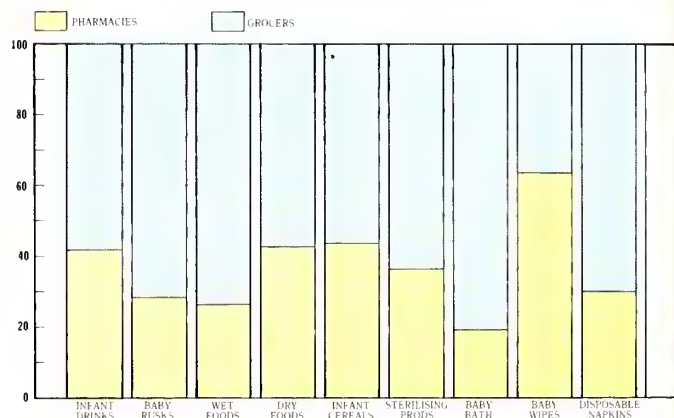


Figure 2. Baby Markets Business Growth Pharmacy
% change in sterling sales from a year ago

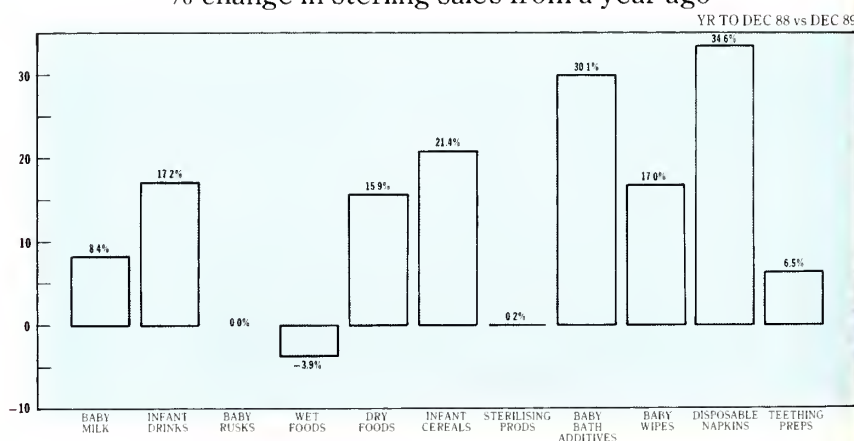


Table 2. Value of baby business to pharmacies
Average sales per store per month (£)

	Multiples	Independents
Babymilks	265.7	153.2
Infant drinks	57.8	31.1
Baby rusks	24.2	11.9
Wet foods	137.5	63.6
Dry foods	96.2	43.0
Infant cereals	54.5	26.6
Sterilising products	21.6	11.7
Baby bath additives	18.6	8.2
Baby wipes	46.0	22.9
Disposable nappies	640.6	374.1
Teething preparations	34.5	21.9

November/December: 1989 Source: Nielsen



NO MORE PAIN NO MORE TEARS



But...

MORE

ads than ever before – all in full colour in *Woman's Own*, *Family Circle*, *Essentials*, *Prima*, etc. – giving

MORE

coverage than ever before – 77% of all young mums will have the opportunity to see a Medised ad *not just once but at least seven times*, which means

MORE

support for you, more reason to display Medised point of sale material on your counters, shelves and in your windows. More profits when you

ORDER MORE MEDISED

– because, Panpharma also supports you with very rewarding bonuses. Contact your Panpharma representative or phone 01 561 8774 now! Need we say more?



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MedisedTM

Soothing pain relief

MedisedTM

Soothing pain relief

Gently reduces temperature;
relieves toothache, headache,
sore throat, feverish colds & flu.



FOR CHILDREN 3 MONTHS–12 YEARS

DISPOSABLES

Heading for 3 billion changes a year

The number of disposable nappies used is expected to reach 2.8 billion in the UK this year, bringing the total value to £371 million compared with £335m last year.

The disposable nappy market took off in the eighties largely as a result of product improvements. The last year of the decade saw nappies which were super-absorbent, "environment friendly", virtually leakproof and catering for the different needs of boy and girl babies — a far cry from some early products which left a lot to be desired.

As a result, 80 per cent of nappy changes are likely to be disposables this year.

"The market is now so competitive it is driven by innovation and genuine product improvements," says Julie Bukalders, marketing manager, Peaudouce, who have just launched Peaudouce Ultra T in boy and girl variants (*C&D*, February 3, p160).

The introduction of boy/girl nappies has created yet another new market standard, she says: "Mums have come to accept the idea and that's the norm they now demand."

Technological advances leading to the introduction of super-absorbent granules in 1987 made possible the "dedicated absorbency" which caters for the differing needs of the two sexes. Boy/girl nappies now account for half the total market and over 80 per cent of the branded sector.

The new Peaudouce nappies are T-shaped and the leg elastication has been improved to fit more closely to the baby's shape. New pack designs clearly differentiate the boy/girl variants while the newborn size remains unisex to encourage pre-natal purchase.



New this year

The brand is being backed with £7 million promotional support this year, including national television advertising from mid March to May, extensive sampling and trade deals.

Peaudouce have prepared suggested shelf layouts that pharmacists can use for the basis of a disposables fixture which also includes competitive brands. The company is now servicing pharmacies through its own sales force rather than a distributor.

Swaddlers Ltd report a "promising future" for pharmacies, with latest figures showing an increase in pharmacy's market share to 31.6 per cent last November and December, compared with 27.5 per cent at the same time in 1988. The premium sector of the market represents half the nappy sales through pharmacies, they say.

Togs support continues with television advertising in May and June, 50p off coupons in the specialist baby Press in March,

April and May, and a coupon drop to 1 million mothers. An on-pack promotion in April and May enables consumers to exchange barcodes for up to £5 and all promotional packs will carry a £5 giveaway sticker.

Over half the disposable nappies sold in the UK are Ultra Pampers boy/girl, say Procter & Gamble. When asked in recent National Opinion Poll surveys why they chose this brand, 60 per cent of mothers said that absorbency was the key factor. Ultra Pampers use a core of super absorbent gelling material strategically placed to keep wetness locked in the front for boys and middle for girls.

The survey also showed that although awareness of "green" issues is increasing, the three factors influencing nappy choice are absorbency, convenience and value for money.

Blue Ridge Care Ltd are hoping to increase penetration of Tendercare disposable nappies in the South of England. The high absorbency, value for money brand comes in three sizes — infant (11-22lbs), toddler (over 22lbs) and childsize (over 35lbs). The infant size comes in a pack of 12 and the others in 10s. All retail around £0.99.

The nappies have refastenable tapes and, from last month, improved leg elastication to seal against wetness.

Ultra Tendercare has increased absorbency, which makes it particularly suitable for night-time use, and comes in infant and toddler sizes (20, £2.69) (tel: 0207 590593).



Mothers look for absorbency, survey shows

With Farley's new Lunch Timers and Tea Timers, you're not the only one who'll clean up.



Now we are three.

Since Breakfast Timers have been going down such a treat, Farley's is now extending its menu with new Lunch Timers and Tea Timers.

The launch will be supported by a massive £3.9 million television and colour press advertising campaign. Your customer will now have three times the choice, and you'll have three times the sales – three times the profits.

And with Farley's Rusks and Milks complementing the menu, you'll find the winners range is a recipe for success.

SO FARLEY'S SO GOOD



Quench your thirst for sales and profits with Milupa Herbal Drinks.

Healthy Herbal Growth

Milupa Herbal Drinks are growing at 3 times the rate of the Baby Drinks market. It's not surprising with four such well established herbal varieties – Fennel, Camomile, Herbal Blend and Hibiscus & Rosehip.

Established Reputation

Milupa has built a strong reputation based on product innovation, excellent taste and quality. That's why mums can be reassured that they are feeding their baby the best.

Lower in Sugar than Most Baby Fruit Juices

Some baby drinks claim "no added sugar" or "low sugar," while still containing relatively large amounts of fructose, dextrose (glucose) and sucrose. All of which naturally occur in fruit. When diluted Milupa Herbal Drinks are amongst the very lowest in sugar.

The Natural Favourite

Milupa Herbal Drinks are soothing and low in acidity, while still providing all the refreshment a baby might need in between feeds. They are free from all artificial colourings, flavourings and preservatives. Camomile, Fennel and Herbal Blend varieties are suitable for babies from weaning age. And for Juniors from 6 months there's Hibiscus & Rosehip variety. Granulated for easy mixing, little experts love them.

New 90g Trial Size Now Available.

All varieties are now available in new, convenient 90g trial-size tubs and 200g economy-size tubs.

Milupa Herbal Drinks are a natural success story.

milupa

Milupa babyfoods. The one taste little experts agree on.



See your Milupa representative or ring Milupa Sales Department on 01-573 9966.

Milupa Ltd., Milupa House, Uxbridge Road, Hillingdon, Middlesex UB10 0NE.

